RECREATION IN THE CITY OF CALGARY

A SURVEY OF INTERESTS, ACTIVITIES, AND OPPORTUNITIES

cAlta
DEPARTMENT OF YOUTH
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APPENDICES

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APPENDICES

APPENDIX A

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MASS MEDIA USAGE

From many aspects public awareness is a prerequisite for the success of any recreation program. Public knowledge of a recreational program, opportunity or facility is vital as it provides the participants, the leaders and the support for continuation and expansion. The process of public awareness is also of educational value.

With this in mind, the various methods of mass communication will be discussed in the following chapter. Number of newspaper and magazine subscriptions will be discussed. Hours watching T.V. and favorite programs will also be included in Section I.

Section II will deal with the various sources of public information. The three main sources of information will be analyzed with the various independent variables. Hopefully from this, pertinent information as to the most effective methods of publicizing recreation programs in a specific area can be drawn.

I. Exposure to Media

a) Number of Newspaper Subscriptions

In an attempt to discover the effectiveness of newspapers as a mass media in Calgary, the respondents were asked if they subscribed to any newspapers and if so, how many.

Of the total sample, 15.4% (112) reported that they did not subscribe to any newspapers. Most respondents (63.7% or 464) received only one newspaper regularly. One-fifth of the sample (20.2% or 147) subscribed to 2 or 3 newspapers, and only .8% (6) claimed more than 3. No respondents

subscribed to more than 7 newspapers, and only 2 people claimed that many.

Number of newspaper subscriptions was significantly related to districts of Calgary, marital status, generation, income, occupation and age. It was not related to sex, ethnicity or education.

The relationship between number of newspaper subscriptions and districts of Calgary is given in Table A-1.

Table A-1

Number of Newspaper Subscriptions by Districts of Calgary

Districts of Calgary	Number of Subscriptions						
	None		One		2 to 4		Total
	N	%	N	%	N	%	
1	8	11.1	49	68.1	15	20.8	72
2	12	11.4	69	65.7	24	22.9	105
3	21	18.9	62	55.9	28	25.2	111
4	5	8.5	46	78.0	8	13.6	59
5	6	8.1	56	75.7	12	16.2	74
6	37	33.9	56	51.4	16	14.7	109
7	10	13.0	50	64.9	17	22.1	77
8	13	11.6	72	64.3	27	24.1	112
TOTAL	112	15.6	460	64.0	147	20.4	719

($P < .001$)

The data show that respondents in all districts except districts 4, 5 and 6 were quite likely to subscribe to 2 or more newspapers (over 20% of all other districts did so). More than one-third, 33.9%, of District 6 said they subscribed to no newspapers, but only 8.5% and 8.1%

of Districts 4 and 5 respectively said they subscribed to no newspapers. More than three-quarters of Districts 4 and 5 (78.0% and 75.7% respectively) subscribed to one newspaper.

When marital status and number of newspaper subscriptions were cross-tabulated, married respondents were found to subscribe to more newspapers than non-married respondents - 128 (23.2%) of the married and 22 (12.6%) of the non-married respondents received 2 to 4 newspapers on a regular basis. No subscriptions were reported by 59 (10.7%) of the married and by 53 (30.3%) of the non-married respondents ($P < .001$).

Generation and number of newspaper subscriptions were significantly related ($P < .01$). Second generation respondents subscribed to the greatest number of newspapers - 68 (28.8%) received 2 to 4 newspapers regularly; 32 (16.8%) of the first and 49 (17.5%) of the third or more generation respondents said the same. The proportions of each generation subscribing to no newspapers were very similar: first generation - 16.2% (31); second generation - 14.4% (34); and third or more generation - 12.9% (36).

There was a direct relationship between number of newspaper subscriptions and income of respondent as shown in Table A-2.

Table A-2

Number of Newspaper Subscriptions by Income of Respondent

Income	Number of Subscriptions						Total
	None		One		2 to 4		
	N	%	N	%	N	%	
Less than $3,000	21	25.3	49	59.0	13	15.7	83
$3,000 to $5,499	37	23.4	93	58.9	28	17.7	158
$5,500 to $7,999	17	10.8	114	72.6	26	16.6	157
$8,000 and more	20	10.0	130	64.7	51	25.4	201
TOTAL	95	15.9	386	64.4	118	19.7	599

($P < .001$)

The data show that 15.7% of those in the lowest income bracket subscribed to 2 to 4 newspapers; 17.7% of those who earned from $3,000 to $5,499 per year, 16.6% of those who earned $5,500 to $7,999 per year and 25.4% of those in the highest income bracket said the same.

No newspaper subscriptions were reported by 25.3% of those earning less than $3,000 per year and by 10.0% of those earning $8,000 per year or more.

Reinforcing the findings of number of newspaper subscriptions and income, there was a trend for number of subscriptions to increase as occupational status increased, as shown in Table A-3.

Table A-3

Number of Newspaper Subscriptions by Occupation of Respondent

Occupation	Number of Subscriptions						Total
	None		One		2 to 4		
	N	%	N	%	N	%	
Hollingshead 1, 2 and 3	13	11.7	60	54.1	38	34.2	111
Hollingshead 4	24	21.6	64	57.7	23	20.7	111
Hollingshead 5, 6 and 7	25	17.9	100	71.4	15	10.7	140
Housewives and Non-working	41	13.1	206	66.0	65	20.8	312
TOTAL	103	15.3	430	63.8	141	20.9	674

($P < .001$)

The data show that 34.2% of those in Hollingshead 1, 2 and 3, 20.7% of those in Hollingshead 4 and 10.7% of those in Hollingshead 5, 6 and 7 subscribed to more than one newspaper.

This trend was obscured slightly by the fact that 21.6% of those in Hollingshead 4 as opposed to only 17.9% of those in Hollingshead 5, 6 and 7 reported no subscriptions.

Housewives and non-working respondents (13.1%) were slightly below average (15.3%) in reporting no subscriptions.

There was a curvilinear relationship between age and number of newspaper subscriptions as shown in Table A-4.

Table 4c3

Interval [illegible] [illegible]

Women of Childbearing Age

Does	One	1 to 4	5 to 9
N	%	N	%	N	%
13	11.7	50	44.1	48	43.2	111
[illegible]	21.6	64	57.7	1	0.9	111
25	17.9	100	71.4	15	10.7	140
[illegible]	13.1	106	54.0	[illegible]	20.8	196
101	15.3	477	72.1	43	6.5	661

[illegible]

The data show that 16.7% of [illegible] in Mal Imperfecta 1, 3 [illegible] 20.7% of those in Multigravida [illegible] 7% of those in Multigravida 5, 6 [illegible] subscribed to more than one [illegible].

This trend was observed slightly by the last time 21.8% [illegible] in Multigravida 4 as opposed to only 17.3% of those in Multigravida 2, [illegible] 7 reported no subscriptions.

Numerous and non-existing [illegible] (13.4%) were [illegible] (15.7%) in reporting no subscriptions.

There was a [illegible] relationship between age [illegible] as shown in Table 4c4.

Table A-4

Number of Newspaper Subscriptions by Age of Respondent

Age	Number of Subscriptions: None		One		2 to 4		Total
	N	%	N	%	N	%	
25 years and under	36	32.7	66	60.0	8	7.3	110
26 to 40 years	42	14.3	199	67.7	53	18.0	294
41 to 50 years	10	7.2	82	59.0	47	33.8	139
51 years and over	22	12.6	112	64.0	41	23.4	175
TOTAL	110	15.3	459	63.9	149	20.8	718

($P < .001$)

The data show that respondents from 41 to 50 years of age subscribed to the largest number of newspapers - 33.8% reported 2 to 4 subscriptions; 23.4% of those 50 years of age and over, 18.0% of those from 26 to 40 and 7.3% of those under 26 years of age said the same.

Correspondingly, only 7.2% of those from 41 to 50 reported no subscriptions, while 32.7% of those 25 years of age and under said the same.

b) Number of Magazine Subscriptions

The patterns of magazine subscriptions were next analyzed.

Of the total sample, 36.5% (266) said they did not subscribe to any magazines. Most respondents got one magazine (20.9% or 152), and almost even percentages subscribed to two or three magazines (12.6% or 92 and 13.3% or 97 respectively). Four or five magazines were subscribed to by

12.3% (90), and only 4.4% (32) subscribed to six or more magazines.

Number of magazine subscriptions was related to sex, marital status, ethnicity, education, income and occupation of respondent. Districts of Calgary, age and generation were not related.

The relationship between sex and number of magazine subscriptions ($P < .04$) showed that women subscribed to more magazines than did men. No magazine subscriptions were reported by 124 men (42.2%) and only 142 women (32.6%). One subscription was reported by 59 men (20.1%) and 93 women (21.4%); two subscriptions by 28 (95%) men and 64 (14.7%) women; and 3 or more subscriptions by 83 men (28.2%) and 136 women (31.3%).

Married respondents reported having more magazine subscriptions than did the widowed, separated, divorced, or single respondents ($P < .04$). No magazine subscriptions were reported by 186 (33.7%) of the married and 80 (45.2%) of the non-married respondents. Nearly equal proportions reported one and two subscriptions; 116 (21.0%) married and 36 (20.3%) non-married; and 72 (13.0%) married and 20 (11.3%) non-married respectively. Three or more subscriptions were reported by 178 (32.2%) of the married and 41 (23.2%) of the non-married respondents.

The relationship between number of magazine subscriptions and ethnicity of respondent is given in Table A-5.

(Q), and only 5.3 (2%) subscribed to six or more associations.

Number of organizations subscribed to was related to age, marital status, ethnicity, education, income and occupation, as shown below. Distribution by sex and generation was not related.

The relationship between sex and number of organizations (F<.04) showed that women subscribed to more organizations than did men. Negative subscriptions were reported by 1.4% men (24.2%) and only 0% women (32.0%). One subscription was reported by [illegible] (38.[illegible]) and 2% women (21.4%); two subscriptions by [illegible] (19.[illegible]) and [illegible] women (16.[illegible]); and 3 or more subscriptions by [illegible] (19.2%) and [illegible] women (19.4%).

Marital responsibilities seemed to be a major factor in determining whether one did the widowed, separated, divorced, or always single subscribe to negative subscriptions more frequently than (32.7%) of the married and 20% (45.2%) of the non-married respondents. Nearly equal proportions supported one and two subscriptions; like (7)% married, and 9 (17.3%) non-married, and 72 (13.0%) married and 57 (11.3%) non-married respondents. Groups of more subscriptions were reported by [illegible] (22.2%) married and 41 (22.2%) of the non-married respondents.

The relationship between marital status and number of organizations was not given [illegible].

Table A-5

Number of Magazine Subscriptions by Ethnicity of Respondent

Ethnicity	Number of Subscriptions: None		One		Two		3 or more		Total
	N	%	N	%	N	%	N	%	
Canada	177	35.2	99	19.7	67	13.3	160	31.8	503
Britain, U.S.A., White Commonwealth	35	29.4	24	20.2	16	13.4	44	37.0	119
Europe	48	51.6	26	28.0	7	7.5	12	12.9	93
TOTAL	260	36.4	149	20.8	90	12.6	216	30.2	715

($P < .001$)

The data shows that 51.6% of those born in Europe did not subscribe to any newspapers, only 35.2% of the Canadian and 29.4% of the British and American respondents said the same. Respondents born in the U. S. A., U.K. and White Commonwealth subscribed to the most newspapers as 37.0% reported subscriptions to three or more newspapers; 31.8% of those born in Canada and only 12.9% of those born in Europe said the same.

There was a direct relationship between number of magazine subscriptions and education of respondent, as outlined in Table A-6.

Table A-6

Number of Magazine Subscriptions by Education of Respondent

Education	Number of Subscriptions								
	None		One		Two		3 or more		Total
	N	%	N	%	N	%	N	%	
1 to 9 years	107	51.7	39	18.8	25	12.1	36	17.4	207
10 or 11 years	76	35.8	52	24.5	21	9.9	63	29.7	212
12 years	61	30.7	44	22.1	34	17.1	60	30.2	199
College	20	18.5	16	14.8	12	11.1	60	55.6	108
TOTAL	264	36.4	151	20.8	92	12.7	219	30.2	726

($P < .001$)

The data shows that 55.6% of those with a college education subscribed to 3 or more magazines and this proportion decreased steadily to 17.4% of those with 1 to 9 years who said the same.

Conversely, only 18.5% of those with a college education and 51.7% of those with 1 to 9 years of education subscribed to no magazines.

The direct relationship between education and number of magazine subscriptions was reinforced by the relationship with income of respondent. Table A-7 outlines this second direct relationship.

[illegible] of [illegible] [illegible] [illegible]

[illegible] of [illegible]

[illegible] of [illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
107	51.7	[illegible]	14.3	35	12.1	26	10.4	2[illegible]
75	15.4	57	[illegible]	21	5.9	[illegible]	10.1	1[illegible]
13	30.7	[illegible]	72.1	24	12.1	[illegible]	[illegible]	1[illegible]
20	15.5	35	16.2	15	11.1	[illegible]	[illegible]	1[illegible]
[illegible]	10.6	131	70.1	95	12.7	17	30.1	2[illegible]

[illegible] 53.[illegible] % [illegible] [illegible] [illegible]

[illegible] to 3 or more [illegible] [illegible] [illegible] [illegible] [illegible]

[illegible] of [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

Conversely, only [illegible] of [illegible] [illegible] [illegible] [illegible] [illegible]

of [illegible] with [illegible] to [illegible] years of education [illegible] [illegible] [illegible].

The direct relationship [illegible] [illegible] education and number of [illegible] [illegible] [illegible] [illegible] by the relationship with [illegible] of [illegible] [illegible] Table A-7 [illegible] [illegible] [illegible] [illegible] [illegible].

Table A-7

Number of Magazine Subscriptions by Income of Respondent

Income	Number of Subscriptions								
	None		One		Two		3 or more		Total
	N	%	N	%	N	%	N	%	
Less than $3,000	40	47.6	28	33.3	7	8.3	9	10.7	84
$3,000 to $5,499	72	45.3	30	18.9	20	12.6	37	23.3	159
$5,500 to $7,999	63	40.1	32	20.4	25	15.9	37	23.6	157
$8,000 or more	53	26.4	35	17.4	27	13.4	86	42.8	201
TOTAL	228	37.9	125	20.8	79	13.1	169	28.1	601

($P < .001$)

Respondents earning $8,000 or more were likely to subscribe to 3 or more magazines (42.8%), and those earning less than $3,000 were most likely to subscribe to none (47.6%).

The relationship with occupation was also direct and further reinforced the findings for education and income, as Table A-8 illustrates.

Table A-8

Number of Magazine Subscriptions by Occupation of Respondent

Occupation	None		One		Two		3 or more		Total
	N	%	N	%	N	%	N	%	
Hollingshead 1, 2 and 3	24	21.6	18	16.2	13	11.7	56	50.5	111
Hollingshead 4	42	37.5	23	20.5	16	14.3	31	27.7	112
Hollingshead 5, 6 and 7	78	55.7	33	23.6	9	6.4	20	14.3	140
Housewives and Non-working	100	31.8	67	21.3	46	14.6	101	32.2	314
TOTAL	244	36.0	141	20.8	84	12.4	208	30.7	677

($P < .001$)

Respondents subscribing to 3 or more magazines were most often in Hollingshead occupational categories 1, 2, or 3, and respondents with no magazine subscriptions were most likely in Hollingshead 5, 6, or 7. Housewives reported the second highest proportion who subscribed to 3 or more magazines (32.2%).

c) Television Viewing

To determine how much effect television had on the Calgary respondents, or how much effect it could have, questions regarding the amount of time spent watching television, and the favorite types of programs were asked.

1. Hours Spent Watching Television

Only 2.6% (19) did not own a television set and had no access to one. Another 19.3% (141) watched for less than 4 hours per week, while the largest proportion, 32.5% (237), said they watched from 4 to 10 hours per

Table 4-3

Frequency of Responses, Cumulative by Percentage

of Respondents

Zone		Size		Use		Zone		Total	
N	%	L	%	N	%	N	%	N	%
26	21.4	15	15.2	3	.7	56	70.3	111	
42	37.5	27	8.5	14	18.3	31	81.7	113	
33	35.7	31	21.6		5.4	20	16.3	140	
104	33.8	40	1.7		1.6	101	22.2	324	
246	36.0	141		24	12.4	104	30.7	677	

d.

Respondents in zoning [illegible] 3 [illegible] zones [illegible] zone

In Wellingborough [illegible] 3, and responding with magazine ruled by [illegible] 3, or 7, [illegible] reported the ground highway' proportion [illegible] 1 or more [illegible] (32.4%).

c) Television Viewing

To determine how much effect television had on the [illegible] or how much effect it could have, questions regarding the time spent watching television, and the favorite types of [illegible]

week. Nearly as many, 26.8% (195), watched from 11 to 20 hours per week, and only 18.7% (136) watched more than 20 hours per week.

The number of hours per week spent watching television was significantly related to marital status, income, education, occupation, and age of respondent, but not to sex, ethnicity, generation of respondent or Districts of Calgary.

The relationship between hours of television viewing and marital status ($P < .01$) showed very little difference for those watching more than 20 hours of T.V. per week: of the married respondents, 104 (18.9%) said they watched that much, and 32 (18.1%) of the non-married said the same. Larger differences were found among the other time categories: watching less than 4 hours was reported by 104 (18.9%) of the married and 56 (31.6%) of the non-married; 4 to 10 hours were reported by 184 (33.4%) and 53 (29.9%) respectively; and 11 to 20 hours were reported by 159 (28.9%) of the married and 36 (20.3%) of the non-married respondents.

The relationship between hours spent watching television and income of respondent is shown in Table A-9.

Nearly an equal 28.5% (4.0%), reported from 21 to 30 hours per week, and 18.7% (3.5%) watched more than 30 hours per week.

The number of hours per week spent watching television was partly related to marital status, income, education, occupation, and number of respondents, but not to age, religion, employment status or size of family.

The relationship between hours of television viewing and marital status (P< .01) showed very little difference in those watching less than 20 hours of T.V. per week: of the married respondents, 76 (18.3%) said they watched that much, and 15 (13.1%) of the non-married said the same. Major differences were found among the other five categories: watching less than 6 hours was reported by 104 (18.4%) of the married and 17 (14.8%) of non-married; 6 to 10 hours were reported by 104 (18.4%) and 22 (19.1%) respectively; and 21 and 11 hours were reported by 70 (12.3%) and 14 (12.2%) of the married and 26 (22.6%) of the non-married respondents.

The relationship between hours spent watching television and age of respondent is shown

Table A-9

Hours of Television Viewing by Income of Respondent

Income	Hours Per Week: None, less than 4		4 to 10		11 to 20		Over 20		Total
	N	%	N	%	N	%	N	%	
Less than $3,000	22	26.2	20	23.8	24	28.6	18	21.4	84
$3,000 to $5,499	35	22.0	46	28.9	37	23.3	41	25.8	159
$5,500 to $7,999	24	15.3	54	34.4	46	29.3	33	21.0	157
$8,000 and more	44	22.0	77	38.5	56	28.0	23	11.5	200
TOTAL	125	20.8	197	32.8	163	27.2	115	19.2	600

($P < .02$)

For trend analyses the Table was dichotomized with the following results: 50.0% of those earning less than $3,000 per year, 50.9% of those earning $3,000 to $5,499 per year, 50.3% of those earning $5,500 to $7,999 per year and only 39.5% of those earning $8,000 per year or more watched television for more than 10 hours per week.

Conversely, only 50.0% of those earning less than $3,000 per year and 61.5% of those earning $8,000 per year or more watched television for 10 or fewer hours per week.

Education was inversely related to time spent in television viewing, as Table A-10 shows.

Table A-10

Hours of Television Viewing by Education of Respondent

Education	Hours Per Week: None, less than 4		4 to 10		11 to 20		Over 20		Total
	N	%	N	%	N	%	N	%	
1 to 9 years	40	19.4	45	21.8	62	30.1	59	28.6	206
10 or 11 years	40	18.9	75	35.4	62	29.2	35	16.5	212
12 years	39	19.6	73	36.7	53	26.6	34	17.1	199
College	40	37.0	43	39.8	17	15.7	8	7.4	108
TOTAL	159	21.9	236	32.6	194	26.8	136	18.8	725

($P < .001$)

The data shows that 28.6% of those with 1 to 9 years of education watched television for more than 20 hours per week and this proportion decreased to 7.4% of those with a college education who said the same.

Conversely, only 19.4% of those with 1 to 9 years and 37.0% of those with a college education watched television for less than 4 hours per week.

The relationship between occupation and time spent watching television supported the findings for education, see Table A-11.

Table A-11

Hours of Television Viewing by Occupation of Respondent

Occupation	Hours Per Week: None, less than 4		4 to 10		11 to 20		Over 20		Total
	N	%	N	%	N	%	N	%	
Hollingshead 1, 2 and 3	36	32.4	46	41.4	23	20.7	6	5.4	111
Hollingshead 4	26	23.2	45	40.2	29	25.9	12	10.7	112
Hollingshead 5, 6 and 7	28	20.1	48	34.5	29	20.9	34	24.5	139
Housewives and Non-working	58	18.5	83	26.4	101	32.2	72	22.9	314
TOTAL	148	21.9	222	32.8	182	26.9	124	18.3	676

($P < .001$)

The data shows that 32.4% of those in Hollingshead 1, 2 and 3, 23.2% of those in Hollingshead 4 and only 20.1% of those in Hollingshead 7 watched television for more than 20 hours per week.

A larger proportion of housewives and non-working respondents (22.9%) reported watching television for more than 20 hours per week than did the sample as a whole (18.3%).

The relationship between hours spent watching T.V. and age of respondent is given in Table A-12.

Table A-11

Hours of Television Viewing by Occupation of Husband

Hours Per Week

	Hours Lost: Under 4	4 to 10	11 to 20	Over 20	Zero
	N	%	N	%	N	%	N	%	N	%
Skilled and 2 and 3	40	72.4	45	40.9	11	20.	4	5.6	122
Unskilled 4	24	12.2		40.5	21	23.9	12	10.7	112
Skilled and 5, 6 and 7	15	20.1	44	34.3	9	9	24	3.3	129
Housewives and Non-working	35	24.5	40	28.4	10	21.2	72	13	314

The data show that [illegible] of those in the Skilled 1, 2 and 3, 72% of those in Unskilled 4 in [illegible] 20.2% of those in Unskilled watched television for more than [illegible] hours per week.

A larger proportion of [illegible] and non-[illegible] watching television for more than 20 hours per week than did the sample as a whole (18.3%).

The relationship between hours spent watching TV, and occupation is given in Table A-12.

Table A-12

Hours of Television Viewing by Age of Respondent

Age	Hours Per Week: None, less than 4		4 to 10		11 to 20		Over 20		Total
	N	%	N	%	N	%	N	%	
25 years and under	25	22.9	44	40.4	23	21.1	17	15.6	109
26 to 40 years	59	20.0	105	35.6	78	26.4	53	18.0	295
41 to 50 years	34	24.3	52	37.1	36	26.7	18	12.9	140
51 years and over	39	22.2	33	18.8	56	31.8	48	27.3	176
TOTAL	157	21.8	234	32.5	193	26.8	136	18.9	720

($P < .001$)

For trend analyses it was necessary to dichotomize the Table, with the following results: 63.3% of those under 26, 55.6% of those from 26 to 40, 61.4% of those from 41 to 50 and only 41.0% of those over 50 years of age watched television for less than 11 hours per week.

Conversely, only 36.7% of those under 26 and 59.1% of those over 50 years of age watched television for more than 10 hours a week.

2. Favorite Television Programs

Of the total Calgary sample, 53 (7.3%) did not name their favorite type of T.V. program. Most respondents, 235 (32.2%) said drama was their favorite type of T.V. program, and comedy was next popular with 89 (12.2%). Sports was very close with 83 (11.4%) saying it was their favorite. Other programs listed were: educational and ladies' programs, by 65 (8.9%); variety shows, by 59 (8.1%); westerns, by 52 (7.1%); quiz shows or panels, by

Table 8.12

Number of Students in Various Age Groups of Hemophiliacs

[illegible] Hemo.

Number of Students	[illegible]	[illegible] to 40	[illegible]	[illegible]
N	%	N	%	N	%
25 years and under	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
6 to 40 years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
41 to 50 years	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
51 years and over	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Discussion

[illegible] to discussions in this table with the following [illegible] 1.33 [illegible] were under 20, 15.6% of them [illegible] to 40, 61.4% of them from [illegible] and 41.0% of those over 51 years of age watched television [illegible] hours per week.

Unfortunately only 16.7 [illegible] those under 20 and 34.1% [illegible] over 50 years of age watched television for more than 10 hours a week.

2. Favorite Television Programs

Of the [illegible], Cartoon [illegible], 33 (7.3%) did not [illegible] favorite type of TV program. [illegible] 2.7% (32.2%) [illegible] the type of TV, western, and comedy [illegible] to be very close with 83 (18.4%) [illegible]

[illegible] Hemo.

36 (4.9%); musical shows, by 29 (4.0%); and news, by 28 (3.8%).

For statistical purposes, the above-mentioned programs were grouped for cross-tabulation into 3 categories: 1) educational, ladies, and news programs; 2) sports programs; and 3) variety, westerns, quiz, music, and drama programs. The choice of favorite television programs was significantly related to districts of Calgary, sex, income, occupation, and education of respondent.

Table A-13 outlines the preference for television programs by area of residence in Calgary.

Table A-13

Favorite Television Program by Districts of Calgary

Districts of Calgary	Type of Program: Educational, News, Ladies		Sports		Variety, Westerns, Drama, Quiz, Musicals		Total
	N	%	N	%	N	%	
1	9	13.0	5	7.2	55	79.7	69
2	10	10.2	16	16.3	72	73.5	98
3	12	12.5	12	12.5	72	75.0	96
4	6	10.7	7	12.5	43	76.8	56
5	17	24.3	11	15.7	42	60.0	70
6	18	17.5	11	10.7	74	71.8	103
7	14	20.3	10	14.5	45	65.2	69
8	6	5.6	10	9.3	92	85.2	108
TOTAL	92	13.8	82	12.3	495	74.0	669

($P < .04$)

Educational, news and ladies' programs were most popular among those in District 5 (24.3%), 6 (17.5%) and 7 (20.3%) and least popular among those from District 8 (5.6%). District 1 to 4 were medial in this respect.

There were no larger discrepancies in the proportions of respondents from different districts in Calgary in mentioning sports as their favorite program.

Variety, westerns, drama, quiz and musicals were most enjoyed by those from District 8 (85.2%) and least enjoyed by those from District 5 (60.0%). Districts 1, 2, 3, 4, 6 and 7 were medial in this respect.

Sex of respondent was significantly related to choice of television programs ($P < .001$). Nearly equal proportions of men (14.0% or 38) and women (13.6% or 55) named educational, news, or ladies' programs as their favorite type of T.V. program. Men preferred sports programs (24.6% or 67 compared to 4.0% or 16 women), and women preferred variety, westerns, drama, quiz, and musical programs (82.4% or 333 women vs. 61.4% or 167 men).

The relationship between choice of T.V. program and income of respondent is given in Table A-14.

Behavioral, term and "college" occupations were more popular

among in District: (54.3%), 0 (17.3%) and 9 (10.7%) and lower popular

those from District 2 (5.9%). Districts 7 to 6 were ranked in this

There were no large discrepancies in the proportions of

men from AFDC and districts. A Company in men looking worried as least

like program.

Veteran, workers, drama, quiz and musicals were most

by those from District 8 (25.7%) and least enjoyed by those from

(66.0%). Districts 1, 2, 3, 4 and 7 were neutral in this

.

Sort of responsent was semi-formally related to choice of

alum programs (4.0%). Nearly equal proportions of men (16.7%

or 29) and women (17.6% 15) named educational, news, talk, game

grams as their favorite type of T.V. program. Men preferred sports pro-

ams (24.4% or 67 compare 6.0% or 16 women), and women preferred

by, western, learn, , and musical programs (21.6% or 22% women

vs. 61.6% or 167 men).

The relationship between choice of T.V. program and degree

of response is given in Table A-14.

Table A-14

Favorite Television Program by Income of Respondent

Income	Type of Program: Educational, Ladies, News		Sports		Variety, Westerns, Drama, Quiz, Musicals		Total
	N	%	N	%	N	%	
Less than $3,000	10	13.0	9	11.7	58	75.3	77
$3,000 to $5,499	18	12.2	12	8.2	117	79.6	147
$5,500 to $7,999	8	5.3	24	15.8	120	78.9	152
$8,000 or more	32	16.5	32	16.5	130	67.0	194
TOTAL	68	11.9	77	13.5	425	74.6	570

($P < .02$)

The data show that respondents earning $8,000 per year (16.5%) most enjoyed educational, ladies' and news programs, while those earning $5,500 to $7,999 per year (5.3%) least enjoyed these programs.

Sports programs were mentioned more often as favorite by those earning $5,500 to $7,999 per year (15.8%) and $8,000 per year and more (16.5%) than those earning less (less than 12.0%).

Only 67.0% of those earning $8,000 per year or more mentioned variety, western, drama, quiz programs as most favorite while more than 75.0% of all other groups said the same.

The findings for education reinforced the findings for income, as Table A-15 shows.

	Educational, Judicial, Medical			Business		Western, Western, Insurance, Data, Industrial		Total
	N	%	N	%	N	%		
Less than $3,000	10	12.0	9	10.7	58	73.3		77
$3,000 to $5,999	13	15.3	12	8.7	47	73.0		107
$6,000 to $7,999	9	5.0	24	15.4	70	44.9		172
$8,000 or more	12	16.5	23	16.5	130	67.0		194
TOTAL	44	11.1	77	13.3	305	74.6		570

(Pa. 22)

The data show that unemployment certain $8,000 was were (18.5%) those of educational, judicial and medical workers, while those earning $3,500 to $7,999 per year (5.3%) least employed Sheen problems.

Some of problems were least. and most often as involved by those earning $5,500 to $7,999 per year (15.6%) and $8,000 per year and more (14.5%) than those earning less than $3,000 (12.0%).

Only 57.0% of those earning $8,000 per year or more graduates, as western, dropped, quite probably, as most involved while were. Also 73.3 other groups said the same.

The findings for education returned the f

Table A-15

Favorite Television Program by Education of Respondent

Education	Type of Program: Educational, Ladies, News		Sports		Variety, Westerns, Drama, Quiz, Musicals		Total
	N	%	N	%	N	%	
1 to 9 years	25	13.4	18	9.6	144	77.0	187
10 or 11 years	20	10.2	22	11.2	155	78.7	197
12 years	22	11.6	26	13.7	142	74.7	190
College	26	25.7	17	16.8	58	57.4	101
TOTAL	93	13.8	83	12.3	499	73.9	675

($P < .01$)

The data show that 25.7% of those with a college education mentioned educational, ladies' and news programs as most favorite, less than 14.0% of other groups said the same.

Mentioning sports programs as most favorite and education were directly related with 9.6% of those with 1 to 9 years and 16.8% of those with a college education saying this.

Only 57.4% of those with a college education mentioned variety, western, drama, quiz, and musical programs as most favorite while more than 74% of other groups said the same.

Occupation of respondent was significantly related to favorite T. V. programs, as Table A-16 shows.

Favorite Television Shows by Educational Level of Parents

Age of Women

	Educational Level						
	Grade School			High School			College
	N	%	N	%	N	%	
1 to 9 years	45	14.4	[illegible]	1.6	140	17.0	200
10 or 11 years	20	10.2	[illegible]	14.2	125	23.7	99
12 years	[illegible]	11.5	70	[illegible]	142	24.3	290
[illegible]	24	25.7	15	16.9	59	57.4	101
[illegible]	[illegible]	13.9	93	14.7	466	24.9	675

(Per Cent)

The data show that 57.4% of those with a college education mentioned educational, ladies' and news programs as their favorites, less than 16.0% of other groups said the same.

Mentioning sports programs on their favorite television was directly related with 24% of those with 1 to 9 years and 16.8% of those with a college education during 24%.

Only 57.4% of those with a college education mentioned variety, drama, quiz, and musical programs as their favorite while more than 24% said the same.

Correlation of respondents

In A-16 cho

Table A-16

Favorite Television Program by Occupation of Respondent

Occupation	Type of Program: Educational, Ladies, News		Sports		Variety, Westerns, Drama, Quiz, Musicals		Total
	N	%	N	%	N	%	
Hollingshead 1 2 and 3	19	17.8	23	21.5	65	60.7	107
Hollingshead 4	14	13.6	15	14.6	74	71.8	103
Hollingshead 5, 6 and 7	13	10.3	21	16.7	92	73.0	126
Housewives and Non-working	43	14.5	11	3.7	243	81.8	297
TOTAL	89	14.1	70	11.1	474	74.9	633

($P < .001$)

The findings in Table A-16 reinforce the information gained from cross-tabulation with the other social class indices. Education, ladies' and news programs were most enjoyed by those in Hollingshead 1 to 3 (17.8%) and least enjoyed by those in Hollingshead 5 to 7 (10.3%).

Sports were most favorite for 21.5% of those in Hollingshead 1 to 3, 16.7% of those in Hollingshead 5 to 7 and 14.6% of those in Hollingshead 4.

Only 60.7% of those in Hollingshead 1 to 3 mentioned variety, western, drama, quiz and musical programs as most favorite; 71.8% of those in Hollingshead 4 and 73.0% of those in Hollingshead 5 to 7 said the same.

Housewives and non-working respondents enjoyed sports programs (3.7%) less than the sample as a whole (11.1%) and variety, western, drama, quiz, and musical programs (81.8%) more than the sample as a whole (74.9%).

II Sources of Information

Calgary respondents were given a check list of sources of information and asked to indicate which were the three most important for them. The most utilized sources and the percentage of respondents who chose them were: 1) Personal experience - 526 or 72.2%; 2) T.V. - 361 or 49.5%; 3) Radio - 347 or 47.6%; 4) Newspapers - 329 or 45.1%; 5) School - 224 or 30.7%; 6) Magazines - 164 or 22.5% and 7) the Church - 91 or 12.5%. Other sources (Talking with friends - 70 or 9.6%; Books - 41 or 5.6% and Movies - 5 or 0.7%) were reported as important sources of information by few respondents.

Personal experience as a major source of information was significantly related only to age, as shown in Table A-17.

Table A-17

Personal Experience as a Major Source of Information by Age of Respondent

Age	Major Source: No		Major Source: Yes		Total
	N	%	N	%	
25 years and under	39	35.5	71	64.5	110
26 to 40 years	66	22.4	228	77.6	294
41 to 50 years	36	25.7	104	74.3	140
51 years and over	54	31.2	119	68.8	173
TOTAL	195	27.2	522	72.8	717

($P < .04$)

The data show that respondents from 26 to 50 years of age

Salary respondents were given a check list of sources of information and asked to indicate which were in fact a determinant in their decision to take the job. The most utilized source and the particular one of respondents who chose them were: 1) Personal experience - 257 or 72.9%; 2) T.V. - 163 or 46.4%; 3) Radio - 147 or 41.8%; 4) Newspaper - 129 or 36.7%; 5) School - 72% or 20.7%; 6) Magazines - 165 or 22.3% and 7) Peer Group - 53 or 15.1%. Other sources (Talking with friends) 70 or [illegible]; Books - 41 or 11.6% and Movies - 5 or 0.7%) were reported as being both minor determination by few respondents.

Personal experience as the major source of information was slightly related only to age, as shown in Table A-17.

Table A-17

Personal experience - Value Density of Information by Age - Respondents

Count % Age

relied on personal experience more than older or younger respondents - 77.6% of those from 26 to 40 and 74.3% of those from 41 to 50 listed this as one of their main sources of information; only 64.5% of those 25 years and under and 68.8% of those 51 years of age and over said the same.

T.V. as a major source of information was related to districts of Calgary, marital status, education and occupation.

The relationship between community of residence and reliance on T.V. is given in Table A-18.

Table A-18

T.V. as a Major Source of Information by Districts of Calgary

Districts of Calgary	Major Source				
	No		Yes		Total
	N	%	N	%	
1	41	56.9	31	43.1	72
2	63	60.0	42	40.0	105
3	61	57.0	46	43.0	107
4	26	44.1	33	55.9	59
5	29	39.2	45	60.8	74
6	51	45.9	60	54.1	111
7	41	53.2	36	46.8	77
8	47	42.0	65	58.0	112
TOTAL	359	50.1	358	49.9	717

($P < .03$)

The data show that respondents in Districts 4, 5 and 8 relied most heavily on T.V.; respondents in Districts 1, 2 and 3 least heavily.

T.V. was listed as one of the three main sources of information by 55.9% of those in District 4, 60.8% of those in District 5 and 54.1% of those in District 6; only 43.1% of those in District 1, 40.0% of those in District 2, and 43.0% of those in District 3 said the same.

Respondents in Districts 6 (54.1%) and 7 (46.8%) were medial in this respect.

The cross-tabulation of T.V. and marital status ($P < .04$) showed that married respondents relied on T.V. for information more than non-married respondents did - 287 (52.1%) of the married and 74 (42.8%) of the non-married respondents listed T.V. as one of their three main sources of information.

When T.V. and education were cross-tabulated it was found that respondents with less education relied on T.V. more extensively than respondents with more education - 117 or 57.1% of those with 1 to 9 years of education, and 40 or 37.0% of those with a college education reported T. V. as a major source of information. However, the trend was not inverse as a greater proportion of those with 12 years of education (103 or 52.0%) than those with 10 or 11 years (100 or 47.4%) utilized T. V. extensively ($P < .01$).

There was an inverse relationship between occupation as per the Hollingshead scale and relying on T. V. for information with 20 or 30.3% of those in Hollingshead 1 and 2, and 13 or 59.1% of those in Hollingshead 7 reporting this.

About one-half (153 or 49.2%) of housewives and 29 or 56.9% of non-working respondents reported T.V. as a major source of information ($P < .03$).

Based on one of the three main sources of information by [illegible]

in Districts 6, [illegible] of those in Districts 5 and 3, [illegible] of those in District 6, only 61.1% of those in District 1, [illegible] in Districts 2, and 63.0% of those in District 3 said the same.

Respondents in Districts 6 ([illegible]) and 7 ([illegible]) were [illegible] in this respect.

The cross-tabulation of T.V. and curfew [illegible] ($P < .06$) showed that matched respondents [illegible] T.V. for information [illegible] than non-matched respondents (64 - 38%) (50.1%) of the matched [illegible] 74.5% [illegible] of the mismatched respondents [illegible] T.V. as one [illegible] their main source of information.

When T.V. and education were cross-tabulated it was found that respondents with less education [illegible] relied more [illegible] respondents with more education - 11% or 57.1% [illegible] than with 1 or 2 years of education, and 40 or 17.[illegible] of those with [illegible] education reported T.V. as a major source of information. However, [illegible] as a greater proportion of those with 12 years of education (103 or 51.0%) than those with 10 or 11 years (100 or 17.4%) mentioned T.V. exclusively ($P < .01$).

There was an inverse relationship between occupation and the Hollingshead scale and reliance on T.V. for information with 70 or [illegible] those in Hollingshead 1 and 2, and 12 or 39.1% of those in [illegible] 7 reporting this.

About one-half (51.[illegible]%)

Radio, as a major source of information, was related to Districts of Calgary, education and occupation.

The cross-tabulation of radio by community of residence showed that respondents in District 5 relied on radio for information most extensively as shown in Table A-19.

Table A-19

Radio as a Major Source of Information by Districts of Calgary

Districts of Calgary	Major Source: No		Yes		Total
	N	%	N	%	
1	41	56.9	31	43.1	72
2	61	58.1	44	41.9	105
3	54	50.5	53	49.5	107
4	26	44.1	33	55.9	59
5	28	37.8	46	62.2	74
6	52	46.8	59	53.2	111
7	39	50.6	38	49.4	77
8	72	64.3	40	35.7	112
TOTAL	373	52.0	344	48.0	717

($P < .02$)

The data show that 62.2% of those in District 5 listed radio as one of their three main sources of information.

Respondents in Districts 1, 2 and 8 utilized radio least - only 43.1% of those in District 1, 41.9% of those in District 2 and 35.7% of those in District 8 mentioned radio as a major source of information.

Respondents in Districts 4, 5, 6 and 7 were medial in this respect.

There was an inverse relationship between utilizing radio extensively and education as shown in Table A-20.

Table A-20

Radio as a Major Source of Information by Education of Respondent

Education	Major Source: No		Major Source: Yes		Total
	N	%	N	%	
1 to 9 years	86	42.0	119	58.0	205
10 or 11 years	106	50.2	105	49.8	211
12 years	112	56.6	86	43.4	198
College	71	65.7	37	34.3	108
TOTAL	375	51.9	347	48.1	722

($P < .001$)

The data show that 34.3% of those with a college education reported radio as a major source of information and this proportion steadily increased to 58.0% of those with 1 to 9 years of education who said the same.

There was an inverse relationship between radio as a major source of information and occupation ($P < .01$) - 40 (36.4%) of those in Hollingshead 1, 2, and 3, 44 (39.3%) of those in Hollinghsead 4 and 73 (52.5%) of those in Hollingshead 5, 6, and 7 listed radio as one of their three main sources of information. Housewives and non-working respondents relied heavily on this source as 161 (51.8%) said radio was one of their three most important sources.

Respondents in Questions 4, 5, 6 and 7 were asked in ref-

There was an inverse relationship between utilizing radio

creatively and education as shown in Table A-10.

Table A-10

Radio as a Major Source of Information by Education of Respondents

Major Source

Education:	No		Yes		Total
	N	%	N	%	
1 to 9 years	26	12.0	10	5.8	22
10 or 11 years	106	50.2	107	49.8	213
12 years	112	56.6	85	43.4	144
College	71	65.7	37	34.3	108
TOTAL	275	51.6	39	48.	732

($p < .001$)

The data show that 34.3% of those with a 12th grade education reported radio as a major source of information and this proportion actually decreased to 58.0% of those with 1 to 9 years of education who said the same.

There was an inverse relationship between radio as a major source of information and occupation ($p < .01$) - 40 (36 %) of those in 2, and 3, 44 (30.2%) of those in Unit [illegible] reported 4 and 70 those in Unit [illegible] shown 5, 6, and 7 lists [illegible] a one of [illegible]

[illegible]

Marital status was the only independent variable related to newspapers as a major source of information ($P < .05$). A larger proportion of non-married (90 or 52.0%) than married respondents (239 or 43.4%) reported the newspaper as one of their three main sources of information.

Districts of Calgary and education were the only variable related to school as a source of information. The relationship between community of residence and the school as a source of information is given in Table A-21.

Table A-21

School as a Major Source of Information by Districts of Calgary

Districts of Calgary	Major Source: No		Yes		Total
	N	%	N	%	
1	44	61.1	28	38.9	72
2	62	59.0	43	41.0	105
3	75	70.1	32	29.9	107
4	48	81.5	11	18.6	59
5	52	70.3	22	29.7	74
6	86	77.5	25	22.5	111
7	52	67.5	25	32.5	77
8	76	67.9	36	32.1	112
TOTAL	495	69.0	222	31.0	717

($P < .04$)

Respondents in Districts 1 and 2 relied on the school most heavily - 38.9% of those in District 1 and 41.0% of those in District 2 listed the school as one of their major sources of information.

Marital status was the only independent variable related to the use of the school as a major source of information ($P<.05$). A larger proportion of married (90 or 52.0%) than married respondents (139 or 43.4%) reported the school as one of their three main sources of information.

Districts of Calgary and education were the only variables related to school as a source of information. The relationship between community of residence and the school as a source of information is given in Table A-21.

Table A-21

School as a Major Source of Information by Length of Residence in Calgary Length Residence

District of Residence	No	Yes	Total

Respondents in District 4 were lowest (18.6%) in reporting this and respondents in Districts 3, 5, 6, 7, and 8 were medial in this respect.

There was a curvilinear relationship between the school as a major source of information and education - 45 (22.0%) of those with 1 to 9 years, 77 (36.6%) of those with 10 or 11 years, 67 (33.8%) of those with 12 years and 33 (30.6%) of those with a college education reported the school as one of their three main sources of information.

Magazines as a source of information were related to Districts of Calgary, ethnicity, education and occupation.

The relationship between magazines as a source of information and community of residence is given in Table A-22.

Table A-22

Magazines as a Major Source of Information by Districts of Calgary

District of Calgary	Major Source: No		Yes		Total
	N	%	N	%	
1	53	73.6	19	26.4	72
2	67	63.8	38	36.2	105
3	86	80.4	21	19.6	107
4	49	83.1	10	16.9	59
5	68	91.9	6	8.1	74
6	83	74.8	28	25.2	111
7	60	77.9	17	22.1	77
8	89	79.5	23	20.5	112
TOTAL	555	77.4	162	22.6	717

($P < .01$)

The data show that respondents in District 2 relied on magazines most extensively - 36.2% said magazines were a major source of information. Respondents in District 5 least used this source - only 8.1% said it was a main channel for information.

Respondents in Districts 1, 3, 4, 6, 7, and 8 were medial in this respect.

The cross-tabulation of ethnicity and magazines ($P < .001$) showed that those from the British Isles, White Commonwealth or U.S.A. used this source the most - 41 (35.0%) of these respondents as compared to 106 (21.2%) of the Canadian-born and 13 (14.1%) of the European-born respondents listed magazines as a major source of information.

There was a direct relationship between magazines as a source of information and education ($P < .001$) - 28 (13.7%) of those with 1 to 9 years, 44 (20.9%) of those with 10 or 11 years, 49 (24.7%) of those with 12 years and 43 (39.8%) of those with a college education listed magazines as one of their main sources of information.

There was also a direct relationship between magazines and occupation ($P < .02$) with 35 (31.8%) of those in Hollingshead 1, 2 and 3; 26(23.2%) of those in Hollingshead 4 and 21 (15.1%) of those in Hollingshead 5, 6, and 7 reporting magazines as one of their three main sources of information. Sixty-eight (21.9%) of the housewives and non-working respondents said the same.

Sex, ethnicity, education and occupation were related to the church as a major source of information.

The cross-tabulation of sex and the church as a source of information ($P < .03$) showed that more male (47 or 16.0%) than female (44

The data show that respondents in Diagnosis 2 indicated no [illegible]

most unfavorably - 26.7% said [illegible] have a [illegible] opinion of [illegible]. Respondents in Diagnosis 3 [illegible] with [illegible] - only 8.2% [illegible] felt it was a main obstacle for [illegible] tion.

Respondents in Diagnosis 1, 2, 4, 5, 7, and 8 [illegible] indicated [illegible] which respect.

The cross-tabulation of attitude, and use across (P <.05) showed that those from the Division I-Iowa, [illegible] Connecticut [illegible] D.Tech used this source the most - 73 (37.7%) of Iowa respondents is compared to 108 (22.2%) of the Canadian-born and 17 (14.1%) of the European-born respondents who liked usage has a major source of information.

There was a direct relationship - a point [illegible] of information and education (P <.001) - 76 (13.3% [illegible] 44 (20.5%) of those with 10 or 11 years, 44 (19.[illegible]) [illegible] years and 43 (39.5%) of those with 12 [illegible] reduction [illegible] use of their main source [illegible].

There was also a direct relationship between [illegible] and occupation (P <.02) with 35 (31.8%) of those in [illegible] by [illegible] .2%) of those in Multigraphing & and 21 (13.7%) of those in [illegible] 3, 6, and 7 reporting [illegible] of their main [illegible] Factory-[illegible] (21.4%) of the housewives and non-[illegible] the same.

or 10.2%) respondents listed the church as one of their three main sources of information.

When ethnicity and the church as a source of information were cross-tabulated ($P < .04$), 20 (17.1%) of the respondents born in the U.S.A., British Isles, or White Commonwealth, 64 (12.8%) of those born in Canada and only 5 (5.4%) of those born in Europe listed the church as one of their three main sources of information.

There was a direct relationship between education and the church as one of the three main sources of information ($P < .03$) with 17 (8.3%) of those with 1 to 9 years, 29 (13.7%) of those with 10 or 11 years, 23 (11.6%) of those with 12 years and 22 (20.4%) of those with a college education reporting this.

There was also a direct relationship between occupation and the church as a major source of information ($P < .04$). This was reported by 23 (20.9%) respondents in Hollingshead 1, 2, and 3, 15 (13.4%) of those in Hollingshead 4 and 13 (9.4%) of those in Hollingshead 5, 6, and 7. Eighty-six (11.3%) of the housewives and non-working respondents said the same.

As talking with friends, books, and movies as major sources of information were listed by less than 10% of the sample, they will not be further discussed.

(4.2%) respondents viewed CDI schools as one of study which data concerns ed-
ucation.

When asked how they viewed as a source of information area
respondents indicated (0.4%), 20 (27.1%) of the respondents been in the U.S.A.
British Isles, or within [illegible] months. 44 (57.9%) of those been in Canada
and only 5 (6.4%) of those been in Europe. Asked the question as one of which
three main sources of information.

There was a direct relationship between education and the
choice as one of the three main sources of information (Pa .01) with 17
(8.2%) of those with 1 to 4 years, 10 (13.7%) of those with 10 or 12 years,
23 (11.6%) of those with [illegible] years and 22 (20.4%) of those with a college
education reporting this.

There was also a [illegible] relationship between education and
the church as a major source of information (Pa .04). This was reported by
23 (20.9%) respondents in kindergarten 1, 2, and [illegible] 5 (13.4%) of those in
kindergarten 4 and 11 (9.1%) of those in [illegible] 5, 6, and 7. Electron-
ic (11.2%) of the housewives and non-working respondents said the source.

As ranking with friends, books, and mention of major sources-
of information were listed by less than 10% of the sample, they will not
be further discussed.

SUMMARY

MASS MEDIA

In this chapter information concerning newspaper and magazine subscriptions and patterns of T.V. viewing in the Calgary area was discussed.

Various sources of information were analyzed with a view to discovering the most effective means of publicizing recreation programs.

I. Exposure to Media

a) Number of Newspaper Subscriptions

Almost 65% of the sample subscribed to one newspaper, while 15% subscribed to none.

Respondents who subscribed to the most newspapers were characterized as being from 41 to 50 years of age, second generation, and of higher income and occupational status.

b) Number of Magazine Subscriptions

Over 35% of the sample did not subscribe to any magazines; 20% received one on a regular basis.

Respondents who subscribed to the most magazines were characterized as being female, married, from Canada, U.S.A., U.K. or White Commonwealth and of higher educational, income and occupational levels.

c) Television Viewing

1. Hours Spent Watching Television

Almost 60% of the sample watched television for 4 to 20 hours per week while 18.7% watched television more than 20 hours per week.

Respondents who watched T.V. the most were characterized as having an income of less than $8,000 per year, of lower educational

and occupational levels, and over 50 years of age.

2. Favorite Television Programs

Almost one-third of the respondents most enjoyed drama while both comedy and sports were listed by more than 10% as their favorite T.V. program.

Respondents earning over $8,000 per year, with a college education and employed in Hollingshead occupational categories 1 to 3 most enjoyed educational, ladies' and news programs.

Sports programs were mentioned as favorite most often by men, of higher income, educational and occupational levels.

Respondents who mentioned variety, western, drama, quiz and musical programs as favorite were most likely to be female, earning less than $8,000 per year, with 12 years of education or less and employed in Hollingshead occupational categories 4 to 7.

II. Sources of Information

Over 70% of the sample named personal experience as one of their three main sources of information. Only age was significantly related to these responses and this relationship showed that those from 26 to 50 years of age relied on personal experience more than younger or older respondents did.

T. V. was a major source of information for one-half of the sample. Married respondents and those of lower educational and occupational levels relied most heavily on T.V.

Radio was a main source of information for 47.6% of the sample. Respondents who relied on radio most heavily were of lower

[illegible] levels, and over 30 years of age.

2. Special Talents or Interests

Almost one-third of the respondents were employed teams while [illegible] academic and sports were listed by more than 10% as their favorite [illegible].

Respondents earning over $5,000 per year, with a college education and employed in Hollingshead occupations, e [illegible] 1 to 3 years employed educational, ladies' and [illegible] programs.

Sports programs were mentioned as favorite most often by men, of higher income, educational and occupational levels.

Respondents were monitored yearly. Women, dramas, dance and musical programs as favorite were most likely to be found, receiving less than $5,000 per year, with 2 years of education or less and employed in Hollingshead occupational scores of 6 [illegible].

II. Source of Information

Over 70% of the media women personnel report from as far as state there main sources of information. Only one was significantly related to these responses and this relationship showed that those in the 26 to 30 year of age tended on personal experience more than younger or older [illegible] adents did.

V. was a major source of information for one-half of

educational and occupational levels.

Newspapers were a main source of information for 45.1% of the sample. Non-married respondents tended to rely on newspapers more than married respondents did.

APPENDIX B

APPENDIX B

CALGARY

ADULT RECREATION SCHEDULE

Date _____ No. _____

Community _____ Respondent _____

Interviewer _____

1. Respondent's sex M or F. 2. How old are you? _____

3. (a) Are you single, married, widowed, divorced or separated? (Circle One)

(b) How old were you when first married? _____

4. Where were you born? (City, Province, Country) _____

5. Where was your father born? (City, Province, Country) _____

6. Where was your mother born? (City, Province, Country) _____

Where were your grandfathers born? (City, Province, Country)

7. Paternal Grandfather _____

8. Maternal Grandfather _____

9. What was the last grade you completed in school? ____ University? _____

10. What additional training have you had?

	Type of Training (list certificates, diplomas)	Years completed
(a) Apprentice or practical	_____	_____
(b) Vocational	_____	_____
(c) Other	_____	_____

11. How much formal schooling did your father have? _____

12. How much formal schooling did your mother have? _____

13. What was your father's job? _____
(precise occupational title)

14. When did you first come to the Calgary area? _____

No.

Respondent

Interviewer _____

1. Respondent's sex M or F. 2. How old are you?

3. (a) Are you single, married, widowed, divorced or separated? (Circle one)

(b) How old were you when first married _____

4. Where were you born? (City, province, country) _____

5. Where was your father born? (City, Province, Country) _____

6. Where was your mother born? (City, Province, Country) _____

Where were your grandfathers born? (City, Province, Country)

7. Paternal Grandfather _____

8. Maternal Grandfather _____

9. What was the last grade you completed in school? ___ (University)

10. What additional training have you had?

Type | Trade | Years | Completed
(list certificates, diplomas)

(a) Apprentice or practical

15. Why did you come here? _____

_____

16. Have you lived here ever since? _____ If not, how long have you lived in this area? _____

17. What other communities have you lived in and how long have you lived in each? (Record in sequence, starting with the present, and working backward) _____

_____

_____

_____

18. How many persons live in the household? _____

19. How many rooms are there in your house? _____

20. People to room ratio. (Fill in after completion of interview) _____

_____

21. Including all regular sources, about how much would you say your total income (cash) came to in 1966? (including income from spouse)

AMOUNT $ _____

22. What kind of work do you do? (Not where you work, but what job you do?

_____

_____

23. Where do you work? How far is it from here? (Name of nearest town)

_____

_____

24. What other paying jobs do you have? _____

How many hours a week do you work at them? _____

**** Questions 25 - 27 are to be asked about each job the respondent reports:

25. Does this job last all year?

1. _____ 2. _____ 3. _____

9. Have you lived here ever since? _____ If yes, how long have you lived in this area? _____

10. What other communities have you lived in and how long have you lived there? (Record in sequence, starting with the present, and working backward) _____

How many persons live in the household? _____

How many rooms are there in your house? _____

People to room ratio (Will in other completion of interview)

Including all regular earnings, about how much would your total income (cash) come to in 1964? (Including income from savings)

AMOUNT: $

What kind of work do you do? (Not where you work, but what job)

13. Where do you work? How far is it from home? (Name of nearest town)

(a) If not, what months are you laid off?

1. from _____ to _____

2. from _____ to _____

3. from _____ to _____

26. Roughly, how many hours a week do you work at this job in Summer? in Winter?

1. Summer _____ Winter _____

2. Summer _____ Winter _____

3. Summer _____ Winter _____

27. What hours of the day do you work in Summer? in Winter?

1. Summer from _____ to _____ Winter from _____ to _____

2. Summer from _____ to _____ Winter from _____ to _____

3. Summer from _____ to _____ Winter from _____ to _____

28. How much free time a week do you usually have in Summer? in Winter?

Summer _____ Winter _____

**** Mates Work (if R is married)

29. Is your mate working? NO YES Full-time?_____Part-time?____

30. What is your mate's occupation (Give specific description) - (not where he works but what he does.)

_____

31. Where does your mate work? (name of nearest town) _____

32. What other paying jobs does your mate have? (specific) _____

_____

33. Is he (she) often laid off at some time during the year? _____

If so, during which months? _____

34. About how many hours a week does he (she) normally work in Summer?

_____ in Winter? _____

FOR THOSE REPORTING PRESENT OCCUPATION AS SMALL BUSINESS OWNER:

35. (a) What kind of business are you in and how much is it worth? _____

_____

(b) How many years have you been in it? _____

36. How many employees do you have? Full-time _____ Part-time _____

QUESTIONS FOR HOUSEWIVES:

37. About how many hours a day would you say you spend in house-work? _____

38. About how many hours are there between the bed-time of children under 12 years of age and your bed-time during the school year? _____

39. What do you usually do during these hours? _____

_____

40. Are your children all in school? _____

How many hours during the school day are you completely free to do as you like? _____

Total Work Hours: S_____ Total Leisure Hours: S_____

W_____ W_____

ASK FOR ALL RESPONDENTS:

41. How many really close friends would you say you have - people you trust and can share confidences with? _____

42. How many live in this community? _____

43. How often do you see each of your three closest friends?

1. _____

2. _____

3. _____

44. I am interested in knowing what people do in their leisure time, i.e. not when sleeping, eating or working. Could you tell me which of these things you do during your free time? (Hand Respondent Card).

LIST OF ACTIVITIES	Hours spent per month								Would you like to participate more?	If so, why don't/can't you?
	Alone		With Friends		With Family		TOTAL HOURS			
	S	W	S	W	S	W	S	W		
1. Attend movies or watch T.V.										
2. Attend sporting events										
3. Home improvement, remodeling or gardening										
4. Continuing education (evening, corres.)										
5. Community service (youth leadership, civic groups, etc.)										
6. Go for pleasure drive										
7. Drink beer in bar or lounge										
8. Go to a dance										
9. Visit or hang around with friends										
10. Church activities (including service)										
11. Play with children										
12. Individual athletics (swimming, skiing, etc.)										
13. Group athletics (volleyball, curling)										
14. Listen to records										
15. Card games, bridge, poker										
16. Participate in cultural activities (arts & crafts, music, drama, etc.)										
17. Sewing or knitting										

18. Attend cultural activities (plays, concerts, etc.) _____

19. Clubs & associations (Legion, Kinsmen, Masons, etc.) _____

20. Political Activities _____

21. Other _____

22. Other _____

TOTALS:	WINTER	SUMMER
Time Spent Alone		
Time Spent with Friends		
Time Spent with Family		
TOTAL TIME		

45. Of all these activities which do you find most satisfying in Summer? In Winter? (Rank these)

SUMMER	WINTER
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

Ask for each activity:

46. Are you active in an organization or club that is related to this activity?

SUMMER	WINTER
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

47. What problems have you experienced in participating in each of these activities?

SUMMER	WINTER
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

48.

RESPONDENT'S DESIRED ACTIVITIES

What kinds of things would you like to do in your free time that you have not been able to do?

LIST OF ACTIVITIES	Would you like to do this activity alone?	Would you like to do this activity with family or friends?	Structure vs. Non Structure Would you like to do it with a group? a In a group with elected leaders and scheduled meetings?	b In an informal group whenever you felt like it?	Why haven't you been able to do this activity?
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

49. Which of these activities would you most like to try? (Rank these in order of preference)

1. _____ 2. _____ 3. _____

Questions regarding each:

50. Do you read any books or magazines related to this activity? (Record names if possible)

1. _____

2. _____

3. _____

51. Have you ever tried to organize a group of people interested in this activity?

1. _____ ETC.

2. _____ ETC.

3. _____ ETC.

52. What do you really need in order to participate in this activity? (i.e. equipment, more time, facilities, etc. --- be specific)

1. _____

2. _____

3. _____

TIME SPENT IN FORMAL ORGANIZATIONS

Questions b - h are asked for each organization

a) What organizations or clubs do you belong to?	b) Offices held and regular duties performed?	c) How many regular meetings are there per month (give numerical answer)		d) Number of meetings attended a month?		e) How many hours do you spend a month in club activities?		f) How many special club duties did you assume last year?	g) Do you expect to be more active or less active in the future? Why so?	h) Are there annual dues; if so, how much?	i) Public or Private
		S	W	S	W	S	W				

54. Would you like to join any organizations or clubs? _____ If yes, which ones? _____

55. Are there any other official positions you have ever held in the community, on the School Board, Church Executive, other organizations? If yes, what positions, in what organizations? _____

_____

_____

56. Are you a member of a church or do you attend church? _____

If so, what church do you belong to or attend? _____

57. What church offices do you have, or what regular church duties do you perform? _____

_____

58. About how often do you attend church services? (Check one answer in each column)

More than once a week _____

About once a week _____

About 2 or 3 times a month _____

1 to 4 times a year _____

Every time there is a service, etc. _____

Less than every time there is a service _____

Never _____ Other _____

59. How many hours do you spend a month in church affairs? (Include time spent in services)

During Summer _____ During Winter _____

_____ _____

60. What special church projects did you participate in last year?

_____

61. Do you expect to be more active or less active in the future? _____

Why so? _____

_____

Should you like to join any organizations or clubs? If yes, which ones? _____

Are there any other political positions you have ever held? (e.g. community, school board, Church Executive, Sabbat [illegible] if yes, what position, and organization _____

56. Are you a member of a church or do you attend church? _____

If so, what church do you belong to? _____

57. What church offs do you have, or what groups [illegible] you perform. _____

58. About how often do you attend church? _____

More than once a week _____

About once a week _____

About 2 or 3 a month _____

1 to 4 times a year _____ Never _____

59. How many hours do you spend [illegible] church activity? (Ex. do [illegible] spend in performing:

Praying Sunday _____ Meeting [illegible] _____

Was special church projects did you participate in last year?

62. Below you will find a list of leisure time activities; please rank these pastimes (Hand R Card here).

Which do you like best? (number as 1)

Which do you like next to the best? (number as 2)

Which do you like least? (number as 4)

Which do you like next to the least? (number as 3)

FEMALE	MALE
Rank:	Rank:
_____ Putter in kitchen or putter in garden.	_____ Tinker with car or hunt or fish.
_____ Go to parties or visit with friends.	_____ Go to parties or chat with friends.
_____ Watch T.V. or read	_____ Watch T.V. or read.
_____ Play in musical group or participate in amateur theatre.	_____ Play in musical group or participate in amateur drama.
_____ Oil/Water paint or ceramics.	_____ Oil/Water paint or ceramics.
_____ Swimming/golf or badminton/volleyball.	_____ Hockey/baseball or swimming/golf.

63. What leisure time opportunities are there in this area for people in your age group that you know of? _____

_____

64. Do you regard these as adequate for the area? If NO, ask: What do you think is needed? _____

65. Do you feel that public and private recreation facilities are run in a fair manner so everyone has an equal chance to use them? If NO -- In what way is it not? (Record complete details) Public: _____

_____

_____

Private: _____

_____

will find a lack of balance when participants please rank the

preference (third & rank boxes).

Which do you like most. (number 1)

Which do you like next to the most. (number 2)

Which do you like least. (number 3)

Which do you like next to the least (number 4)

Rank

Rank:

___ Passes in kitchen or public in general.

___ Go to parties or meals with friends.

Watch T.V. or read

___ Play in chess or games or participate in activities.

___ Oil/Water paint or ceramics.

___ Swimming/golf or tennis/volleyball.

___ Listen with headphones or watch movies.

___ Hiking or [illegible] roll

63. What leisure time cultural ice are there in this area for people

your age group that you know of?

Do you regard these as adequate for the area. If NO, ask what is

this is needed.

In local labor traffic and culture recreation, [illegible] are run by

[illegible] or [illegible] society

66. Is there anything about the way your public and private recreational facilities are run that prevents you using them as much as you would like? (If so, record complete details) Public: _____

_____

_____

Private: _____

_____

_____

67. Do you think that there are adequate recreation opportunities for young people (8 to 25 years), in this area: If not, in what way is it not? (in detail) _____

_____

_____

68. What new opportunities or facilities are needed for youth? (Age 8 to 25)

_____

69. At the end of the work day, how tired are you?

(a) Completely exhausted, can't do anything much _____
(b) Tired, but able to work around the house or go out and enjoy myself _____
(c) Hardly tired at all _____
(d) Other (specify) _____

70. (a) Would you say:

(1) You get more satisfaction from your work, or _____
(2) From the things you do when you are not working _____

(b) Why? _____

(c) If 2: What things? _____

71. If you had a choice would you work:

(a) Longer hours for more money _____
(b) The same hours for the same money, or _____
(c) Shorter hours for less money _____

Why? _____

72. Do you subscribe to any newspapers? _____

If yes, which ones? _____

73. Do you subscribe to any magazines? _____

If yes, which ones? (If it is an uncommon publication indicate type: religious, farm, ethnic, woman's, etc.) _____

_____

_____

74. Do you own a T.V. set? _____ (If not, ask for radio) _____

75. How many hours a week would you say you watch T.V.? In Winter _____

In Summer _____

76. If you (had) have ready access to a T.V. set, and had the time, which programs would you like to watch? _____

_____

77. About how many hours a week do you spend reading the paper or magazines?

In Summer? _____ In Winter? _____

78. What are your favorite radio programs? _____

_____

We are interested in how convenient it is for people to vote around here at election time. Do you remember, did you vote in the:

	Yes	No	Don't Remember	Not Eligible
79. 1967 Provincial Election?	_____	_____	_____	_____
80. 1965 Federal Election?	_____	_____	_____	_____
81. Last local election?	_____	_____	_____	_____

82. Most of the time, how closely do you follow Provincial politics? (in the news)

Very closely_____Fairly closely_____Not too closely_____Not at all_____

83. How would you describe the general condition of your health during the last three years?

Excellent _____

Good _____

Fair _____

Poor _____

Very poor _____

84. Do you now have health problems or handicaps which interfere with any recreational activities you would like to engage in?

_____yes, have health problems or handicaps which do interfere

_____yes, have health problems, but they do not interfere

_____no, no health problems.

If yes, what are they? _____

85. How many children do you have? _____

sex _____ age _____ sex _____ age _____

sex _____ age _____ sex _____ age _____

sex _____ age _____ sex _____ age _____

sex _____ age _____ sex _____ age _____

86. Think of the things that are most important to you. Which three things on this card are the most important to you in the long run? (Hand R. Card)

(a) making money and buying things _____
(b) doing things for other people _____
(c) keeping fit and healthy _____
(d) politics and community affairs _____
(e) religious activities _____
(f) being liked and respected by others _____
(g) being highly skilled in what I do _____
(h) being a just and honest person _____
(i) family ties and relationships _____
(j) being independent and one's own boss _____

If you had to decide, which one of these three is most important to you?

_____

87. Would you say that recreation facilities in this area are too widely scattered among the various communities, or too concentrated in a few communities? _____

_____

88. Why so? _____

_____

89. Do you or other members of your family have trouble finding transportation to existing recreational facilities? _____

90. If new facilities are built in area, do you think they ought to be more or less centralized than existing facilities are? _____

91. Why so? _____

92. What kinds of recreation do you engage in <u>outside</u> of this area (i.e. beyond neighboring communities)? Where do you engage in them, and during what part of the year (summer, or winter)?

ACTIVITY	AREA	SEASON OF YEAR

93. Would you say that there is a greater need in this area for more <u>organized</u> recreational activities --- like bowling or curling tournaments or little league baseball --- or for <u>unorganized</u> activities --- like picnics or family recreation which the family plans for itself? CHECK ONE.

Organized _____ Unorganized _____

94. Why? _____

any other recreation facilities in this area are too widely

among the various communities, or are more located in a few

communities?

88. Why so?

89. Do you or other members of your family [illegible] [illegible] ration to outside, occasional [illegible]

90. If new facilities are built in a [illegible] or less centralized than existing facilities are

91. Why so.

92. Other kinds of recreation do you [illegible] in building or this area [illegible] beyond neighboring communities? Where do you engage [illegible] during what [illegible] year (season), or why?

But there is a greater need in this area for more [illegible] [illegible] activities --- like bowling or cultural [illegible] [illegible] [illegible] --- or [illegible] activities --- like [illegible]

95. What age group of people in the Calgary area do you think most urgently needs to have more recreation facilities or programs available to them?

_____

96. Why? _____

97. What kinds of facilities or programs do you think they need? _____

_____

98. Who would you say ought to take the lead in developing these new facilities or programs? (If government - Federal, Provincial or Municipal)

_____

99. Why? _____

_____

100. If more recreation leadership is needed --- people to coach hockey and baseball teams, sponsor teen clubs, and teenage dances --- give instruction in crafts, music, dance and drama, etc. --- do you think these people should be volunteers from the community or furnished by the government? _____

101. (If Government) Federal_____, Provincial _____, or Municipal _____

102. Why? (Regarding Community or Government) _____

_____

103. (If volunteers) If it were becoming more difficult to recruit volunteers in the community, would you have any suggestions how to get more people to volunteer? _____

104. Would you be willing to serve as a volunteer worker in community projects if asked? _____

105. How much time per month would you be willing to give to projects in which you are interested? _____

Here are some statements which some people agree with and some people disagree with. How do you feel about each one?

	YES	NO	
106.	_____	_____	Nowadays, a person has to live pretty much for today, and let tomorrow take care of itself.
107.	_____	_____	In spite of what some people say, the life of the average man is getting worse, not better.
108.	_____	_____	It's hardly fair to bring children into the world with the way things look for the future.
109.	_____	_____	There's little use in writing to government officials, because they aren't really interested in the problems of the average man.
110.	_____	_____	These days a person doesn't really know whom he can count upon.

111. If you had your choice, would you most like to be:

successful _____ independent _____ or, well liked _____

112. (a) Would you say that it is all right for a man to take off from work now and then if there is something else he would rather do?

YES _____ NO _____

How strongly do you feel about this?

Very strongly _____ fairly strongly _____ not too strongly _____

113. (b) Would you say that most people spend too much time working and not enough time enjoying life?

YES _____ NO _____

How strongly do you feel about that?

Very strongly _____ fairly strongly _____ not too strongly _____

114. (c) If you had a choice of taking a paid vacation or working during that time and getting paid extra, would you take the vacation?

YES _____ NO _____

How strongly do you feel about that?

Very strongly _____ fairly strongly _____ not too strongly _____

115. Here is a list of the various ways people find out about things. Which would you say are the three most important to you? (try to avoid defining "things". If pressed, say politics, important events). (Hand R. card)

radio _____ church _____ personal experience _____

T.V. _____ school _____ talking with people you know ___

books _____ newspapers _____ others _____

movies _____ magazines _____

116. Are you able to visit a library? _____

117. (If not) Why? _____

_____

118. Are you taking music lessons? (Musical instrument or voice) _____

119. (If not) Would you do so if qualified teachers were available? _____

120. Are you taking art lessons? (oil/water color, painting, pottery, sculpture, etc. private or through a school) _____

121. (If not) Would you do so if qualified teachers were available? _____

122. Are there any activities you now participate in which charge fees? (swimming, curling, etc.) _____

123. (If so) What activities and how much do they cost? _____

_____

_____

124. Would you say the fees charged are fair? _____

125. (If not) Why? _____

_____

126. Are there any activities you would like to participate in, which you do not participate in because of the fees charged? _____

127. (If so) What activities and how much are the fees for each? _____

_____

128. Do you have anyone besides your wife (husband) and children living with you at the present time? (Do not include hired help)

RELATIONSHIP	AGE	RELATIONSHIP	AGE
_____	___	_____	___
_____	___	_____	___
_____	___	_____	___

129. Thinking of the summer, what outdoor activity do you like? (Use card with activities listed)

best? _____ second? _____

third? _____

130. Do you participate in each of these activities as often as you would like? (Use card with activities listed)

best? _____ second? _____

third? _____

131. If NO --- why not?

best? _____

second? _____

third? _____

132. Is there any summer outdoor activity in which you would like to engage, but do not for some reason? _____

133. If YES --- What activity? _____

134. If NO --- Why don't you? _____

135. Did you (and your family) take a vacation (lasting more than 3 days) AWAY FROM HOME during the past 12 months? _____

136. If YES -- when did you take it? Month _____

137. Where did you go? _____

138. About how many miles did you travel altogether? _____

139. Did you go by private automobile or some other way? _____

_____

If other(s) --- list _____

_____

140. How many days were you away? _____

141. How many people were in your party? _____

142. How many days were spent visiting friends or relatives? _____

143. (For SUMMER VACATION --- more than a week-end (extended also) type trip). Looking at the list, which of those activities did you take part in during your vacation trip?

ACTIVITY	Which activities did you take part in during your vacation trip?	On how many different days did you ....?	Did you .....at publicly owned or operated/or privately owned?
1. Camping			
2. Fishing			
3. Hunting			
4. Bicycling			
5. Horseback riding			
6. Driving for pleasure			
7. Canoeing			
8. Sailing			
9. Other boating			
10. Swimming			
11. Water skiing			

12. Playing outdoor games or sports _____

13. Mountain climbing _____

14. Hiking _____

15. Nature walks, etc. _____

16. Picnics _____

17. Walking for pleasure _____

18. Sightseeing _____

19. Attending outdoor sports events _____

20. Attending outdoor concerts, etc. _____

21. Reading _____

22. Cards _____

23. Sunbathing _____

24. Relaxing _____

25. Other _____

144. Did you (and your family) take a weekend or extended week-end trip during June, July, August, or September of last year? _____

If YES --- How many? _____

145. Starting with your most recent trip, where did you go on each of these?

(a) _____

(b) _____

(c) _____

146. What was the major purpose of your trip?

(a) _____

(b) _____

(c) _____

147. About how many miles did you travel altogether?

(a) _____

(b) _____

(c) _____

148. Did you go by private automobile or some other way? (enter means used)

(a) _____

(b) _____

(c) _____

149. How many days were you away on your trip?

(a) _____

(b) _____

(c) _____

150. How many people were in your party?

(a) _____

(b) _____

(c) _____

151. Looking at the list, which of those activities did you take part in during your weekend or extended weekend trip? (During June, July, August or September)

ACTIVITY	Which activities did you take part in during your vacation trip?	On how many different days did you.....?	Did you .....at publicly owned or operated/or privately owned?
1. Camping			
2. Fishing			
3. Hunting			
4. Bicycling			
5. Horseback riding			
6. Driving for pleasure			
7. Canoeing			
8. Sailing			
9. Other boating			
10. Swimming			
11. Water skiing			
12. Playing outdoor games or sports			
13. Mountain climbing			
14. Hiking			
15. Nature walks, etc.			
16. Picnics			
17. Walking for pleasure			
18. Sightseeing			

19. Attending outdoor sports events

20. Attending outdoor concerts, etc.

21. Reading

22. Cards

23. Sunbathing

24. Relaxing

25. Other

152. Looking at the list of overnight facilities, check those which you:

	Have used in the past 12 months	How many different times have you used .....?	Would consider using on future trips?
1. Hotel or Lodge			
2. Motel			
3. Trailer Park			
4. Public campground with trailer facilities			
5. Public campground without trailer facilities			
6. Developed campground (with stoves, washrooms)			
7. Public campground under-developed			
8. Primitive areas			
9. Other			

153. If you were planning to use a public campground during the next year, which facilities would you consider?

	NECESSARY	PREFERABLE
1. trailer space		
2. wood stove		
3. running water (piped)		
4. outhouse		
5. washroom with running water		
6. picnic table		
7. swimming facilities		
8. boating facilities - canoeing - sailing - outboard motor - water skiing		
9. nearby stores		
10. fishing nearby		
11. hunting in area		
12. other		

154. Did you (and your family take a trip (full week-end or longer) during the WINTER MONTHS of last year? _____

155. If YES --- How many? _____

156. Starting with your most recent trip, where did you go on each of these?

(a) _____

(b) _____

(c) _____

157. What was the major purpose of your trip?

(a) _____

(b) _____

(c) _____

158. About how many miles did you travel altogether?

(a) _____

(b) _____

(c) _____

159. Did you go by private automobile or some other way? (enter means used)

(a) _____

(b) _____

(c) _____

160. How many days were you away on your trip?

(a) _____

(b) _____

(c) _____

161. How many people were in your party?

(a) _____

(b) _____

(c) _____

162. Looking at the list of WINTER activities, which ones did you take part in during your trip?

ACTIVITIES	Which activities did you take part in during the trip?	On how many different days did you...?	Public or Private
1. Skiing			
2. Curling			
3. Skating			
4. Tobogganing			
5. Motor Tobogganing			
6. Ice Hockey			

163. Does anyone in this household

	Own a....	Plan to purchase a.....within next two years?	If so, when?
1. Boat without mechanical power			
2. Motor-powered boat <u>not</u> suitable for water skiing			
3. Tent large enough to stand in			
4. Tent camper			
5. Vacation trailer or camper			
6. Motor toboggan			
7. Full ski equipment			
8. Golf clubs			

(Hand Respondent Card) Which of these activities do you usually go out of town to participate in one or more times a month? Indicate whether you travel to a metropolis (i.e. Edmonton or Calgary), a small city (i.e. Lethbridge or Medicine Hat), or a town and record the sex and age for each family member participating.

	Activities	Metropolis	Small City	Town	Age	Sex
SUMMER						
WINTER						

Observer of:

Hockey

Football

Soccer

Stock Car Racing

Other (specify)

Participate in:

Bowling

Ice Skating

Swimming

Arts or Crafts (painting, ceramics, etc.)

Curling

Golf

Tennis

Badminton

Basketball

Go to Dance

Go to concerts or plays

Attend movies

Bar or Lounge

Other (specify)

164. Have you ever enrolled in an adult education course? _____

_____

A. (If yes) Starting with the most recent course taken, indicate the course taken, who offered it, and in what year it was taken.

1. _____ When: _____

2. _____ _____

3. _____ _____

Why did you take this course/these courses?

1. _____

2. _____

3. _____

B. (If no) Have you ever made plans to enrol in adult education courses? __

_____

(If yes) What kind of courses? _____

_____

_____

_____

EVALUATION

Date of Interview: _____ Location: _____

Place: _____ Interviewer: _____
(Kitchen, barn, etc.)

Did the respondent have any trouble understanding you or vice versa?

_____

How good was rapport? _____

How highly motivated was the respondent to participate in the interview?

beginning _____ middle _____ end _____

Could you easily go back to this person and get more information?

_____

What kinds of interruptions occurred, and how long did they last?

_____

_____

_____

Was the spouse present? _____ Did he (she) influence R? _____

How would you evaluate or describe the interview, in general terms?

_____

_____

_____

_____

_____

APPENDIX C

APPENDIX C

HIGH SCHOOL RECREATION SCHEDULE

The purpose of this questionnaire is to find out as much information as possible regarding the recreation interests and needs of high school-age youth. Research is being carried on in several communities under the direction of the Research Branch of the Alberta Department of Youth. This information will be used in the planning and development of new recreation programs and facilities. Information contained in this questionnaire is confidential and will be used for statistical purposes only.

---

1. Address _____

2. City or Community _____

3. How long have you lived there? _____

4. What other towns in Alberta have you lived in?

   (a) _____ (b) _____ (c) _____

5. How many years have you lived in each area?

   (a) _____ (b) _____ (c) _____

6. School _____

7. Sex M F (Please Circle One)

8. Age _____

9. a. Grade in School (Check one) 10____, 11 ____, 1st year 12 ____.
   2nd year 12 ____.

   b. Program (Check one) Matriculation _____, Vocational _____, General _____.

   c. (If Vocational) - Specify what field _____

10. Where was your father born?

    _____ City or Village _____ Province _____ Country

11. Where was your mother born?

    _____ City or Village _____ Province _____ Country

12. Where were you born?

    _____ City or Village _____ Province _____ Country

13. How many years of formal schooling did your parents complete?

Father _____ Mother _____

14. What is your father's or male guardian's job now or when he was last employed? (precise occupational title)

_____

15. Did you have a job last summer? _____

16. (If so) What did you do? _____

17. How many hours a week did you work? _____

18. What hours did you work? From _____ to _____

19. How many months did the job last? _____

20. If you did not have a job during the summer, what did you do? _____

_____

21. Are you currently holding a part-time job? _____

22. (If so) What do you do? _____

23. How many hours a week do you work? _____

24. During what hours of the day do you work? on week-days only _____

on week-ends only _____

25. Roughly, how many hours each evening do you spend studying? _____

26. How many hours on a week-end? _____

27. What church do you belong to or attend? _____

28. What church related groups (i.e. Teen Club) do you belong to? _____

29. How many times a month does this group meet? _____

30. What offices do you hold (or have held) in the youth group? _____

_____

31. About how often do you attend church (Check one answer in each column)

( ) more than once a week

( ) about once a week

( ) about 2 or 3 times a month

( ) 2 or 3 times a year

( ) never

( ) other

( ) every time there is a service

( ) less than every time there is a service

32. How many hours do you spend a month in church affairs? (Include time spent in service)

During Summer _____ During Winter _____

33. What special church projects did you participate in last year? (service projects, camps, etc.)

_____

_____

34. Regarding church affairs, do you expect to be more active or less active in the future?

_____

35. Why so? _____

_____

36. Do you feel that this is a pretty good area for teenagers to live in? _____

37. Why so or why not? _____

38. How many really close friends would you say that you have - people you trust and can share confidences with?

_____

39. How many of them attend your school?

_____

40. About how often do you see each of your three closest friends? (Check one box for each friend)

Friends	Daily	Weekends Only	5 days per week	1 or 2 times/wk.	1 or 2 times/mo.	less than once a month
I						
II						
III						

41. What kinds of things do you do with each of them?

I _____

II _____

III _____

42. If you had (have) access to a T.V. set, and had the time, which programs would you like to watch?

_____

_____

_____

43. Would you say that recreation facilities in this area are too widely scattered among the various communities or too concentrated in a few communities?

(Check one) ( ) too widely scattered ( ) too concentrated

Why so? _____

_____

44. Which would you say is the more important to you personally; organized recreational activities, like bowling or curling tournaments, league baseball, school or community sponsored and supervised dances and parties, or informal get-togethers in which there are no special plans or arrangements? (Please check one)

( ) organized activities

( ) informal activities

Why? _____

_____

45. What is your most common means of transportation to recreation facilities?

In Winter _____

In Summer _____

46. How often do you have trouble finding transportation to recreation facilities?

In Winter:		In Summer:	
Never	_____	Never	_____
1-3 times/month	_____	1-3 times/month	_____
4 or more times per month	_____	4 or more times per month	_____

47. About how often do you have use of a car?

_____never

_____1 - 3 times per month

_____4 - 10 times per month

_____11 or more times per month, including always.

48. We are interested in knowing what you do when you are not attending school or working. This would include after school sports and club activities, but NOT activities during school hours (i.e. physical education, etc.),

Enter the appropriate NUMBER OF TIMES PER MONTH you participate in each of the following activities. Make sure you indicate whether you do this activity in Summer or Winter.

List of Activities	Times Spent Per Month	
	Winter	Summer
Sample:		
A. Bowling		
1. Bowling		
2. Camping		
3. Riding		
4. Football		
5. Golf		
6. Track and Field		
7. Archery		
8. Soccer		
9. Tennis		
10. Softball or Baseball		
11. Skating (Ice)		
12. Skiing		
13. Tobogganing		
14. Ice Hockey		
15. Hunting or Fishing		
16. Gymnastics		
17. Badminton		
18. Table Tennis		
19. Volleyball		
20. Basketball		
21. Swimming		
22. Curling		

List of Activities	Times Spent Per Month	
	Winter	Summer
23. Folk Dancing		
24. Painting, sketching or ceramics		
25. Drama		
26. Musical Instrument or Vocal		
27. Sewing & Needlework		
28. Cooking		
29. Cards, bridge, etc.		
30. Go to cafe or drive-in restaurant		
31. Drinking		
32. Go to dances or parties (hours not time)		
33. Visit with friends		
34. Take holiday trips out of town		
35. Drive to nearby city or town		
36. Go for pleasure drive		
37. Read books (no. read per month)		
38. Listen to Records (No. of hours per month)		
39. Watch T.V. (No. of programs per month)		
40. Collecting stamps & other collecting hobbies		
41. Attend sporting events		
42. Attend movies		
43. Work on cars		
44. Other (specify)		
45. Other (specify)		

49. Of all these activities, which three do you enjoy the most in Summer? In Winter? (Starting with the most preferred activity, list in order of preference)

Summer	Winter
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

50. Are you active in an organization or club that is related to each of these activities? If so, indicate the club related to each activity listed in Item 49 in which you are active.

Summer	Winter
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

51. About how many times a month do you go on dates?

_____

52. Do you usually date the same person (going steady) or date different persons?

_____

53. Do you feel that recreation facilities in this area are run in a fair manner so everyone has an equal chance to use them?

_____

(If no, why not?) _____

_____

54. What recreation facilities do you use which charge fees?

List: _____

_____

_____

55. Do you consider any of these fees unfair? _____

(If so, which ones?) _____

_____

_____

56. What kinds of things whould you like to do in your free time that you have not been able to do? (List these at the left and fill out the boxes to their right)

LIST OF ACTIVITIES	Would you like to do it with a group? a. In a group with elected leaders and scheduled meetings? (Yes or No)	b. In an informal group whenever you felt like it? (Yes or No)	Why haven't you been able to do this activity?
SUMMER			
1.			
2.			
3.			
4.			
WINTER			
1.			
2.			
3.			
4.			

57. Which three of all these activities would you most like to try?

1._____ 2._____ 3._____

58. What do you really need in order to participate in this activity?

(i.e. equipment, more time, facilities, etc. Be specific)

1. _____

2. _____

3. _____

59. How much schooling do you hope to complete?

_____

60. What do you expect to be doing after you leave high school?

_____

61. If you had your choice, what kind of work would you <u>like</u> to do?

_____

62. What is your family's approximate yearly income? (Check income category)

( ) $3000 or less

( ) $3001 - $4000

( ) $4001 - $5000

( ) $5001 - $6000

( ) $6001 - $7000

( ) $7001 - $8500

( ) $8501 - $10,000

( ) $10,001 - $13,000

( ) $13,001 - or above

63. What recreational opportunities are there in this area for people in your age group?

SUMMER? _____

WINTER? _____

		How many times each month do you attend meetings or events?	How many hours each month do you spend in these club activities?
64. What school-related clubs or organizations do you belong to? (For example: Science club, Student Council, Debating Club, Booster Club, etc.)	List: 1. _____ 2. _____ 3. _____ 4. _____		
65. What inter-school sports do you participate in?	1. _____ 2. _____ 3. _____ 4. _____		
66. What intra-mural sports have you participated in?	1. _____ 2. _____ 3. _____ 4. _____		
67. What clubs or organizations do you belong to which are neither related to school nor church? (for example Scouts, 4-H, etc.)	1. _____ 2. _____ 3. _____ 4. _____		

68. What official positions (do you hold/have you held) in these clubs or organizations? (For example, President, Secretary, etc.)

List:

Office	Club
_____	_____
_____	_____
_____	_____

69. Have you ever seriously considered or are you presently considering dropping out of school?

_____

70. Have any of your friends dropped out of school? _____

71. If you had your choice, would you most like to be:

( ) successful ( ) independent ( ) well-liked

72. (a) Would you say that it is all right for a man to take off from work now and then if there is something else he would rather do? ( ) yes ( ) no
How strongly do you feel about this?
( ) very strongly ( ) fairly strongly ( ) not too strongly

73. (b) Would you say that most people spend too much time working and not enough time enjoying life? ( ) yes ( ) no
How strongly do you feel about this?
( ) very strongly ( ) fairly strongly ( ) not too strongly

74. (c) If you had a choice of taking a paid vacation or working during that time and getting paid extra, would you take the vacation? ( ) yes ( ) no
How strongly do you feel about this?
( ) very strongly ( ) fairly strongly ( ) not too strongly

Here are some statements which some people agree with and some people disagree with.

How do you feel about each one?

	YES	NO	
75.	_____	_____	Nowadays, a person has to live pretty much for today and let tomorrow take care of itself.
76.	_____	_____	In spite of what some people say, the life of the average man is getting worse, not better.
77.	_____	_____	It's hardly fair to bring children into the world with the way things look for the future.
78.	_____	_____	There's little use in writing to government officials because they aren't interested really in the problems of the average man.
79.	_____	_____	These days, a person doesn't really know whom he can count upon.

80. How do you feel about students who drop out of school? _____

_____

_____

APPENDIX D

Accountants (C.P.A.)
Actuaries
Administrators
Architects, Foresters
Astronomers
Auditors
Bacteriologists
Chemical Engineers
Chemists
Clergymen (Professionally Trained)
Dentists
Economists
Editors of Newspapers
Engineers (College Graduates)
Foresters
Geologists

Judges (Supreme, Circuit, Municipal)
Lawyers
Metallurgists
Military (Generals and Above, Officials of the Rank of Brigadier General of Comparable Rank, Federal, State, Local, e.g., Mayor, City Manager, City Plan Director, Personnel, Revenue Directors)
Statisticians (with Ph.D)
Physicians
Physicists, Research
Psychologists, Practicing
Symphony Conductors
Teachers - University, College
Veterinarians (Veterinary Surgeons)

Manufacturing

APPENDIX D

INDEX OF SOCIAL POSITION

A. B. Hollingshead - Yale University

SEVEN SOCIO-ECONOMIC POSITIONS

1. Higher Executives of Large Concerns, Proprietors and Major Professionals

a. High Executives: (Value of corporation $500,000 and above as rated by Dunn and Bradstreet).

Bank Presidents, Vice-Presidents, and Assistant Vice-Presidents
Businesses - Directors, Presidents, Vice-Presidents, Assistant Vice-Presidents, Executive Secretaries, Research Directors, Treasurers.
High School Principals and School Superintendents.

b. Proprietors: (Value over $125,000 by Dunn and Bradstreet).

Brokers Contractors Dairy Owners Farmers Lumber Dealers

c. Major Professionals:

Accountants (C.P.A.)
Actuaries
Agronomists
Architects
Artists, Portrait
Astronomers
Auditors
Bacteriologists
Chemical Engineers
Chemists
Clergymen (Professionally Trained)
Dentists
Economists
Editors of Newspapers
Engineers (College Graduates)
Foresters
Geologists
Judges (Superior Courts)
Lawyers
Metallurgists
Military, Comm. Officers - Major and Above, Officials of the Executive Branch of Government, Federal, State, Local, e.g. Mayor, City Manager, City Plan Director, Internal Revenue Directors.
Nutritionist (with PH.D)
Physicians
Physicists, Research
Psychologists, Practicing
Symphony Conductor
Teachers - University, College
Veterinarians (Veterinary Surgeons)

2. Business Managers, Proprietors of Medium Sized Businesses, and Lesser Professionals

a. Business Managers in Large Concerns (Value $500,000 plus)

Advertising Directors
Branch Managers
Brokerage Salesmen
Manufacturer's Representatives
Office Managers
Personnel Managers

[illegible] of Across Portland

A. G. Hollingshead - Yale University

[illegible]

1. [illegible] [illegible] Population and M[illegible] Transactions:

a. [illegible] (Value or [illegible]: $50,000 and above as reported by Dun and Bradstreet).

Two Presidents, Five-Presidents and Assistant Vice-Presidents
Businessmen - Merchants, Presidents, Vice-Presidents, Assistant Vice-Presidents,
Proprietors, Executive Secretaries, Research Directors,
Treasurers.
High School Principals and Superintendents.

b. Properties: (Value over $125,000 by Dun and Bradstreet).

Brokers Contractors Dairy Owners Farmers Lumber Dealers

c. Major Professionals:

Accountants (C.P.A.)
Actuaries
Agronomists
Architects
Artists, Portraits
Astronomers
Auditors
Bacteriologists
Chemical Engineers
Chemists
Clergymen (Protestant, Trained)
Dentists
Judges (Superior Court)
Lawyers
Metallurgists
Military, Commd. Officers - Ships
Admin. Officials of the Executive
Branch of Government, Federal,
State, Local, e.g. Mayor, City
Manager, Town Plan Directors,
Interiors; Sub-Title Directors
Mechanical (with Ph.D.)
Physicists
Physicians
Psychiatrists, Research
Psychologists, Teaching
Symphony
Teachers
Editors of Newspapers
(Colleges Graduates)

Directors of Purchasing
District Managers
Executive Assistants
Assistant Editors
Govt. Officials, minor, e.g.
  Internal Revenue Agents, D.A.
Farm Managers
Police Chief: Sheriff
Postmaster
Production Managers
Publicity Director for University
Sales Engineers
Sales Managers, National Concerns
Store Managers

b. Proprietors of Medium Businesses (Value $50,000 - $125,000)

Advertising
Clothing Store
Contractors
Express Company
Fruits, Wholesale
Furniture Business
Jewelers
Farm Owners
Poultry Business
Real Estate Brokers
Rug Business
Theatre
Hardware Store

c. Lesser Professionals

Accountants (not C.P.A.)
Chiropodists
Correction Officers
Director of Community House
Engineers (not College Grad)
Finance Writers
Health Educators
Labour Relations Consultants
Librarians
Military Comm. Officers - Lts., Captains
Musicians (Symphony Orchestra)
Nurses
Opticians
Pharmacists
Program Directors, Radio & T.V.
Public Health Officers (M.P.H.)
Research Assistants, Univ. (full time)
Social Workers
Teachers, Elementary & High School

3. Administrative Personnel, Owners of Small Businesses, and Minor Professionals

a. Administrative Personnel

Advertising Agents
Chief Clerks
Credit Managers
Insurance Agents
Managers, Departments
Managers, Finance Companies
Passenger Agents - R.R.
Private Secretaries
Purchasing Agents
Traffic Managers
Grain Elevator Operator
Sales Representatives & Salesmen of heavy goods, e.g. autos and major electrical appliances
Section Heads, Federal, State & Local Government Offices
Section Heads, Large Businesses and Industries
Service Managers
Shop Managers
Store Managers (Chain)

b. Small Business Owners ($10,000 - $50,000)

Art Gallery
Auto Accessories
Awnings
Bakery
Beauty Shop
Boatyard
Brokerage, Insurance
Car Dealers
Cigarette Machines
Cleaning Shops
Clothing
Coal Businesses
Contracting Businesses
Funeral Directors
Furniture
Garage
Gas Station
Glassware
Grocery-General
Hotel Proprietors
Jewelry
Machine Brokers
Manufacturing
Monuments
Music
Packing Store (liquor)
Paint Contracting
Plumbing
Convalescent Homes
Decorating
Dog Supplies
Dry Goods
Engraving Businesses
Food
Finance Company, local
Fire Extinguishers
5¢ and 10¢ Stores
Florist
Food Equipment
Food Products
Foundry
Poultry
Real Estate
Records and Radios
Restaurants
Roofing Contractor
Shoe
Signs
Tavern
Taxi Company
Tire Shop
Trucking
Trucks and Tractors
Upholstery
Wholesale Outlets
Window Shades

c. Semi-Professionals

Actors and Showmen
Professional Athletes
Army M.Sgt., Navy, C.P.O.
Artists, Commercials
Appraisers (Estimators)
Clergymen (not professionally trained)
Concern Managers
Deputy Sheriffs
Interior Decorators
Interpreters, Court
Laboratory Assistants
Landscape Planners
Morticians
Oral Hygienists
Recreation Therapists
Merchant
Photographers
Physiotherapists
Piano Teachers
Pilots, not major airlines
Publicity and Public Relations
Radio, T.V. Announcers and Engineers
Reporters, Court
Reporters, Newspapers
Surveyors
Title Searchers
Tool Designers
Travel Agents
Yard Masters, R.R.
Dispatchers, R.R.
Grain Buyer - mechanical engineer
Mechanical Engineer

d. Farmers and Ranchers

Farm of Ranch Owners ($20,000 - $50,000)

4. Clerical and Sales Workers, Technicians, and Owners of Small Businesses (Value under $10,000)

a. Clerical and Sales Workers

Bank Clerks and Tellers
Bill Collectors
Bookkeepers
Business Machine Operators, Offices
Claims Examiners
Clerical or Stenographic
Conductors, R.R.
Employment Interviewers
Factory Storekeepers
Factory Supervisors
Salesman
Livestock Dealer
Stockkeeper
Post Office Clerks
Route Managers
Sales Clerk e.g. Sales of sporting goods, light goods, etc.
Sergeants and Petty Officer, Military Service
Shipping Clerks
Supervisors, Utilities, Factories
Tour Foreman, Post Office
Toll Station, Supervisors
Warehouse Clerks
Ticket Agents for R.R.

b. Technicians

Dental Technicians
Draftsmen
Driving Teachers
Expeditor, Factory
Experimental Tester
Instructors, Telephone Co., Factory
Inspectors, Weights, Sanitary Inspector, R.R., Factory
Investigators
Laboratory Technicians
Locomotive Engineers
Operators, P.B.X.
Proofreaders
Safety Supervisors
Supervisors of Maintenance
Technical Assistants
Telephone Co. Supervisors & PBX Supervisors
Timekeepers
Tower Operators, R.R.
Truck Dispatchers
Window Trimmers (Store)
Projectionists

c. Owners of Little Businesses ($5,000 - $10,000)

Cabinet Shop
Flower Shop
Grocery
Newsstand
Tailor Shop

d. Farmers

Owners ($10,000 - $20,000)

5. Skilled Manual Employees

Auto Body Repairers
Bakers
Blacksmiths
Boat Captains (private yacht)
Bookbinders
Boilermakers
Brakemen, R.R.
Brewers
Bulldozer Operators
Butchers
Cabinet Makers
Cable Splicers
Carpenters
Casters (Founders)
Cement Finishers
Cheese Makers
Chefs
Compositors
Diemakers
Diesel Shovel Operators
Electricians
Engravers
Exterminators
Fitters, Gas, Steam
Firemen, City
Firemen, R.R.
Foreman, Construction, Dairy
Gardeners, Landscape (trained)
Glass Blowers
Glaziers
Apprentice Projectionist
Repairmen, Home Appliance
Rope Splicer
Sheetmetal Workers (trained)
Shipsmiths
Shoe Repairmen (trained)
Stationary Engineers (licensed)
Stewards, Club
Switchmen, R.R.
Tailors (trained)
Telegraphers
Gunsmiths
Gauge Makers
Hair Stylists
Heat Treaters
Horticulturists
Linemen, Utility
Linotype Operators
Lithographers
Locksmiths
Loom Fixers
Machinists (trained)
Maintenance Foremen
Linoleum Layer (trained)
Masons
Masseurs
Mechanics (trained)
Milkmen
Millwrights
Moulders (trained)
Painters
Paperhangers
Patrolmen, R.R.
Pattern and Model Makers
Piano Tuners
Plumbers
Policemen, City - prison guard
Postmen
Printers
Radio, T.V., Maintenance
Diesel Engine Repair, Maintenance (trained)
Teletype Operators
Tool Makers
Track Supervisors, R.R.
Tractor-Trailer Trans.
Typographers
Upholsters (trained)
Watchmakers
Weavers
Welders
Yard Supervisors, R.R.

Small Farmers

Owners (under $10,000)

6. Machine Operators and Semi-Skilled Edmployees

Aides, Hospital
Apprentices-Electricians, Printers, Steam Fitters, Toolmakers
Assembly Line Workers
Bartenders
Bingo Tenders
Building Superintendents (Cust.)
Bus Drivers
Chauffeurs
Checkers
Coin Machine Fillers
Cooks, Short Order
Delivery Man
Dressmakers, Machine
Elevator Operators
Enlisted Men, Military Services
Filers, Benders, Buffers
Foundry Workers
Garage and Gas Station Assistants (Service Station Attendants)
Greenhouse Workers
Guards, Doorkeepers, Watchmen
Hairdressers
Housekeepers
Meat Cutters and Packers
Meter Readers
Operators, Factory Machines
Bridge Tenders
Wrappers, Stores and Factories
Oilers, R.R.
Practical Nurses
Pressers, Clothing
Pump Operators
Receivers and Checkers
Roofers
Roller Skating Instructors
Set-up-men, Factories
Shapers
Signalmen, R.R.
Solderers, Factory
Sprayers, Paint
Steelworkers (not skilled)
Stranders, Wire Machines
Strippers, Rubber Factory
Taxi Drivers
Testers
Timers
Tire Moulders
Trainmen, R.R.
Truck Drivers, General
Waiters, Waitresses (Better Places)
Weighers
Welders, Spot
Winders, Machine
Wiredrawers, Machine
Wine Bottlers
Wood Workers, Machine
Section Man R.R.

Farmers

Smaller Tenants who own little equipment.

7. Unskilled Employees

Amusement Park Workers (Bowling Alleys, Pool Rooms, Life Guards)
Ash Removers
Attendants, Parking Lots
Cafeteria Workers
Car Cleaners, R.R.
Carriers, Coal
Countrymen
Dairy Workers
Deck Hands
Domestics
Farm Helpers
Fishermen (Clam Diggers)
Freight Handlers
Laborers, Construction
Laborers, Unspecified
Laundry Workers
Messengers
Platform Men, R.R.
Peddlers
Porters
Roofer's Helpers
Shirt Folders
Shoe Shiners
Sorters, Rag and Salvage
Stage Hands
Stevadores
Stock Handlers

Garbage Collectors
Grave Diggers
Grocery Boy
Hog Carriers
Hog Killers
Hospital Workers, Unspecified
Hostlers, R.R.
Janitors (Sweepers)

Relief, Public, Private
Unemployed (no occupation)

Farmers: Share Croppers

Street Cleaners
Unskilled Factory Workers
Struckmen, R.R.
Waitresses -- Hash Houses
Washers, Cars
Window Cleaners
Woodchoppers
Coal Miners, Unspecified

APPENDIX E

APPENDIX E

POPULATION BY RECREATION AREA, CALGARY, 1966

Recreation Area	Census Tract	Electoral District	Enumeration Area	Population
1	35			5,466
		805	-110	-503
	36			5,106
			-101	-657
			-102	-631
			-103	-656
	37			4,044
	38			4,470
	42			5,085
	43			4,556
	(44)	805	+378/x	+494
			380/x	886
			381/x	519
			382/x	597
			383/x	614
			384/x	581
				29,971
2	44			13,129
		805	-378/x)	-3,691
		-380/x	-384/x)	
	45			8,005
	46			7,512
	47			11,320
			-201	-559
			-202	-633
			-211	-618
	49			3,980
			-216	-709
	50			5,486
	51			7,581
				50,803
3	27			6,324
	28			5,678
	30			6,389
	31			6,112
	(35)	805	+101)	1,944
			103)	
	(36)		+110	503
	(47)		+201)	
			+202)	1,810
			+211)	
3	48			4,455
	(49)		+216	709
	52			6,366
	53			5,730
	(54)		+24,25	969
				46,989
4	1			813
	(20)	806	+60	0
			61	196
			62	444
	(21)		17	209
			18	0
	22			3,668
			-13	-580
			-14	-462
			-15	-474
			-16	-295
	23			4,868
	24			7,667
	25			9,916
	26			4,615
	54			2,641
		805	-24	-716
			-25	-253
				32,257
5	8			4,496
	9			6,154
	10			5,388
	11			5,956
	(13)	806	+256	538
			257	598
	(13)	806	+258	536
			259	594
			265	410
			266	512
			267	592
	(34)		+323	626
	39			5,223
	40			5,491
	41			6,328
				43,442

Recreation Area	Census Tract	Electoral District	Enumeration Area	Population
6	19			5,853
	21			3,160
		806	-17,18	-209
	(22)		+13-16	1,811
	29			4,573
	32			3,387
	33			6,693
	34			6,134
			-323	-626
				30,776
7	7			8,966
	12			4,248
	13			9,694
		806	-256)	
			-259)	-3,780
			-265)	
			-267)	
	14			5,788
	15			5,490
	17			4,769
			-28	-502
			-29	-236
			-30	-422
	18			9,662
				43,677

Recreation Area	Census Tract	Electoral District	Enumeration Area	Population
8	2			[illegible]
	3			12,145
	4			12,322
	5			6,315
	6			9,998
	16			6,565
	(17)	806	+28)	
			-30)	1,160
	20			4,024
			-60)	-640
			-62)	
				52,660
TOTAL				330,575

Source: Census of Canada, 1966

Calgary Census Tract Bulletin CT95-625; Enumeration Area Print Out No. 1 Alberta, 1966.

APPENDIX F

APPENDIX F

FACILITY SURVEY - COMMERCIAL & CLUB OUTLETS

PARKS AND RECREATION DEPARTMENT

NAME OF OUTLET: _____

ADDRESS: _____

PHONE: _____

MANAGER AND/OR OWNER: _____

PARKING CAPACITY: _____

FACILITIES (ROOMS, POOLS, RINKS, BLEACHERS, ETC.):

TYPE	SIZE	CAPACITY	OTHER INFORMATION (equipment, etc.)

PROGRAM:

NAME/TYPE	AGE GROUP(S)	PARTICIPANTS YEARLY		
		MALE	FEMALE	TOTAL

TARGET GROUPS (OF PROGRAM, OF GENERAL OPERATION)

FEE STRUCTURE (SPECIFY UNIT)

MEMBERSHIP	USER	RENTAL	ENTRANCE	ADMISSION

GROSS OPERATING YEAR INCOME FROM FEES AND CHARGES? _____

HOURS OF OPERATION (SPECIFY SEASON) (SPECIFY PROGRAM OR GENERAL OPERATION)

AVERAGE WEEKLY (OR OTHER UNIT) ATTENDANCE FOR OPERATING YEAR? _____

POTENTIAL WEEKLY (OR OTHER UNIT) ATTENDANCE FOR OPERATING YEAR? _____

RATIO OF ACTUAL TO POTENTIAL USE? _____

CAN FACILITIES BE RENTED? YES _____ NO _____

CONDITIONS OF RENTAL? _____

_____

_____

_____

STAFF

NUMBER	FUNCTION (INSTRUCTOR, CASHIER, COACH, ETC.)	SALARY RANGE (LEADERSHIP ONLY

QUALIFICATIONS REQUIRED FOR LEADERSHIP STAFF (EXPERIENCE, TRAINING, ASSOCIATION).

_____

_____

_____

_____

IN-SERVICE TRAINING FOR LEADERSHIP STAFF? YES _____ NO _____

_____

_____

_____

_____

APPENDIX G

APPENDIX G

FACILITY SURVEY - CHURCHES

PARKS AND RECREATION DEPARTMENT

NAME OF CHURCH: _____

ADDRESS: _____ PHONE: _____

CLERIC: _____

PARKING CAPACITY: _____ AREA NO: _____
(Recreation Division)

FACILITIES (Church Halls and Foyer, General Purpose Rooms, Kitchens, etc.)

TYPE	SIZE	CAPACITY	ACTUAL USE	HOURS/WEEK	EQUIPMENT

CAN FACILITIES BE RENTED: YES: _____ NO: _____

CONDITIONS OF RENTAL (Other than fees:)

_____

_____

_____

LIST NON-CHURCH GROUPS USING FACILITIES:

_____

_____

PROGRAMS

NAME/TYPE	AGE GROUP(S)	MEMBERSHIP	PARTICIPANTS YEARLY		
			MALE	FEMALE	TOTAL

TARGET GROUPS OF RECREATION PROGRAM (YOUNG PEOPLE, OLD PEOPLE, CHURCH MEMBERS, DERELICTS, ETC.) FUTURE PROGRAMS?

HOURS OF OPERATION (RECREATION PROGRAMS)?

SEASONS OF OPERATION (RECREATIONAL PROGRAM)?

ARE OTHER PROGRAMS ANTICIPATED FOR ENSUING YEAR? (1968) LIST!

HOW ARE PROGRAMS FUNDED?

IS THERE A FEE STRUCTURE: (SPECIFY UNIT.)

MEMBERSHIP	USER	RENTAL

ARE RECREATION PROGRAMS DIRECTED BY YOUNG PEOPLE OR BY ADULTS? (17 under - 18 over)

STAFF:

NUMBER	FUNCTION (LEADER, INST.)	SALARY OR VOL	QUALIFICATIONS	AGE

IN-SERVICE DEVELOPMENT PROGRAMS FOR LEADERSHIP STAFF: (TRAINING)

YES: _____ NO: _____ COMPULSORY: _____

DETAIL STANDARDS _____

APPENDIX H

APPENDIX H

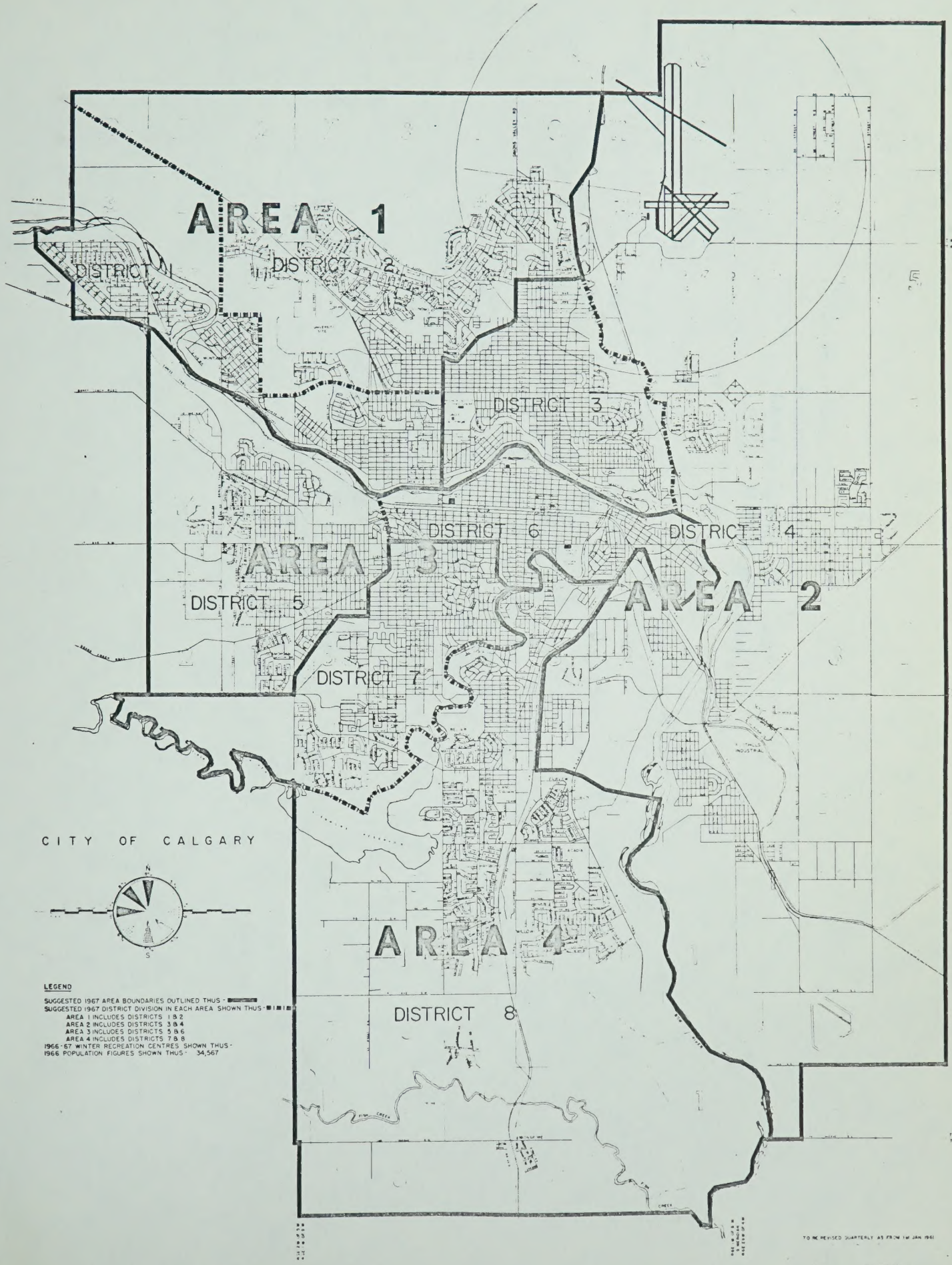
INVENTORY OF DEPARTMENT PROGRAMS

DEPARTMENT OF YOUTH - RECREATION SURVEY

NAME OF CENTRE: _____

ACTIVITY	AGE GROUP	NUMBER IN CLASS	FACILITY USED	LEADERSHIP EMPLOYED (Including Centre Supervisor)	CAPACITY	REMARKS

APPENDIX I


AREA 1
DISTRICT 1
DISTRICT 2
DISTRICT 3
DISTRICT 4
DISTRICT 5
DISTRICT 6
DISTRICT 7
DISTRICT 8
AREA 2
AREA 3
AREA 4
CITY OF CALGARY
N
S
LEGEND
SUGGESTED 1967 AREA BOUNDARIES OUTLINED THUS -
SUGGESTED 1967 DISTRICT DIVISION IN EACH AREA SHOWN THUS -
AREA 1 INCLUDES DISTRICTS 1 & 2
AREA 2 INCLUDES DISTRICTS 3 & 4
AREA 3 INCLUDES DISTRICTS 5 & 6
AREA 4 INCLUDES DISTRICTS 7 & 8
1966-67 WINTER RECREATION CENTRES SHOWN THUS -
1966 POPULATION FIGURES SHOWN THUS - 34,567
TO BE REVISED QUARTERLY AS FROM 1st JAN 1961